

LIFE



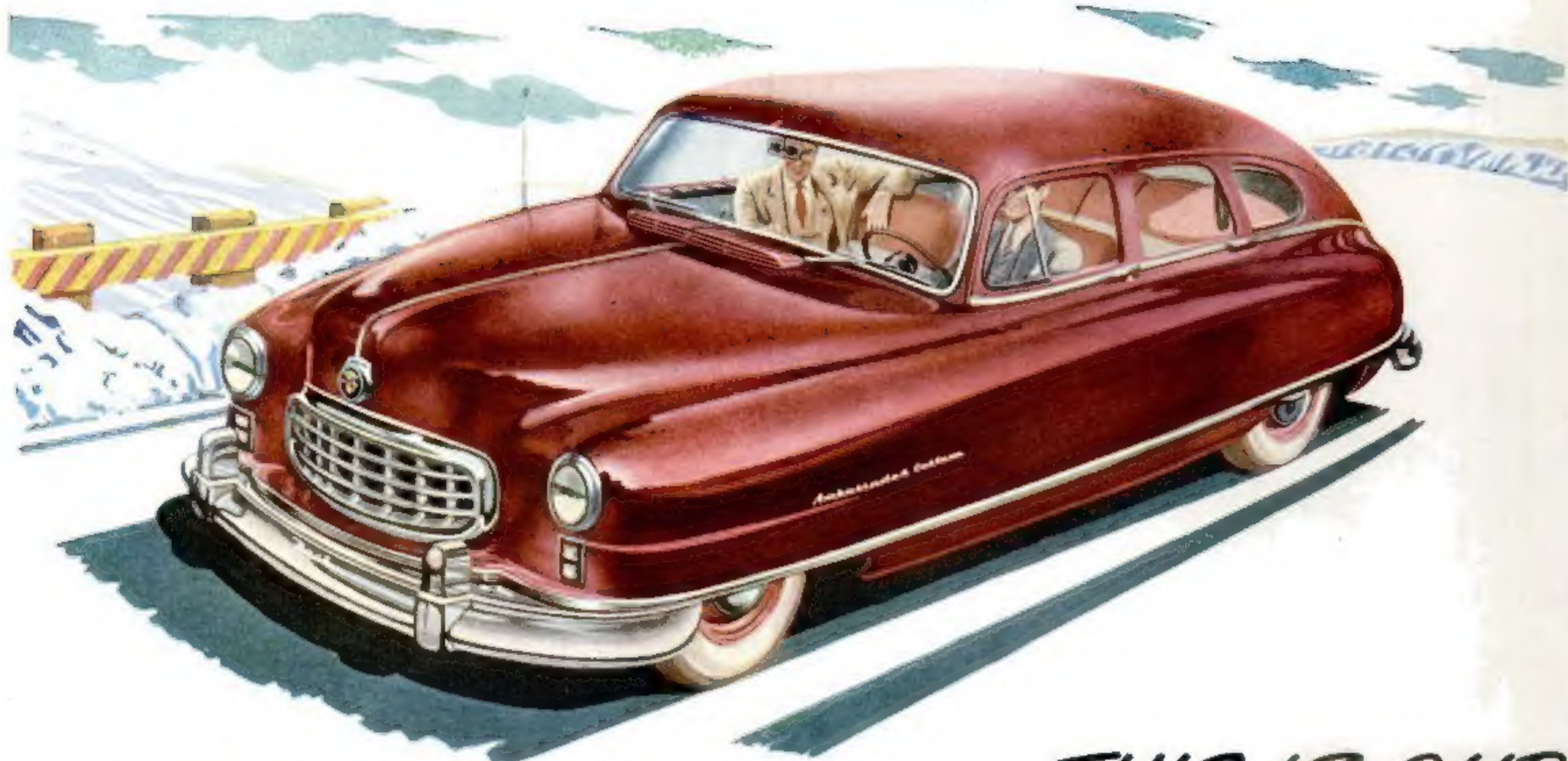
CLOTHES FOR LITTLE GIRLS

DECEMBER 19, 1949

20

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YEARLY SUBSCRIPTION \$6.00



*THIS IS OUR
CHALLENGE
FOR 1950!*



This is our challenge—five minutes in a 1950 Nash Airflyte will completely change any idea you ever had about how an automobile rides—drives—performs.

Airflyte Construction is the reason—the rigidity and strength of streamline train construction now applied to an automobile.

Gone are the rattles and squeaks of ordinary body and frame construction . . . up goes safety, and long life, too.

Up goes performance! Up goes gasoline mileage, up to 30% more! And here's a ride never possible before.

Head for the worst road you know. There's new Super-Compression power that whisks you along like a comet. Slam over the bumps—romp around the curves without weave or wobble. That's Airflyte double rigidity.

You cut the air with 20.7% less air drag than does the average current car. That's Airflyte design.

And you get more than 25 miles to the gallon in the big Statesman Airflyte, at average highway speed.

Now—Hydra-Matic Drive

Your Nash dealer invites you to take an Airflyte ride. Try the new Ambassador Airflyte with Hydra-Matic Drive and exclusive Selecto-Lift starting.

And remember—new lower prices, too!

ONLY NASH HAS



AIRFLYTE CONSTRUCTION!

Alone in Nash, the entire frame and body, floor, roof, rear fenders, pillars are built as a single, rigid welded unit, squeak-free and rattle-proof. It has $1\frac{1}{2}$ to $2\frac{1}{2}$ times the torsional strength of ordinary automobile construction. Gives new safety, new economy, makes possible a softer, smoother ride—stays new years longer, adds to re-sale value.



NEW! Thrilling as the Airflyte ride is the Sky-Liner Interior. See the new Airplane-type Recliner Seat with 5-way adjustment . . . Twin Beds . . . Roll-a-Lock dash panel door . . . Pull-out Glove Locker . . . the improved Weather Eye Conditioned Air System . . . the safety of the Uniscope and Cockpit Control.

Nash Motors, Division Nash-Kelvinator Corp., Detroit, Mich.

There's Much of Tomorrow In All Nash Does Today

Nash AIRFLYTE
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Great Cars Since 1902



GEM GIFT SETS *make him an old smoothie!*



THIS RATES A HUG! Gold-plated Gem 'Flying Wing' Razor and Blade Set, with extra Gem Push-Pak Blade dispenser and Ever-Ready Shaving Brush. A \$3.44 value—for **\$2.95**



A COMPLETE shaving outfit! Gem Razor and Blades. World-famous Ever-Ready Shaving Brush. A double-size tube of Williams Shaving Cream. In handsome gift box—**\$1.98**



YOU'LL BE remembered wherever he goes! A practical gift for the man who gets around! Gem Razor. Package of Gem Blades. Ever-Ready Shaving Brush. **\$1.00**



FAMOUS EVER-READY Shaving Brushes! Most men need a new shaving brush—give him a fine Ever-Ready! Illustrated, Pure Badger Brush **\$5.00**. Others, **\$1.00 to \$25.00**

You can get these and many other handsome Gem gift sets at your dealer. Remember, this is the year for practical gifts!

This One



U4F6-X7Q-BKG3 righted material



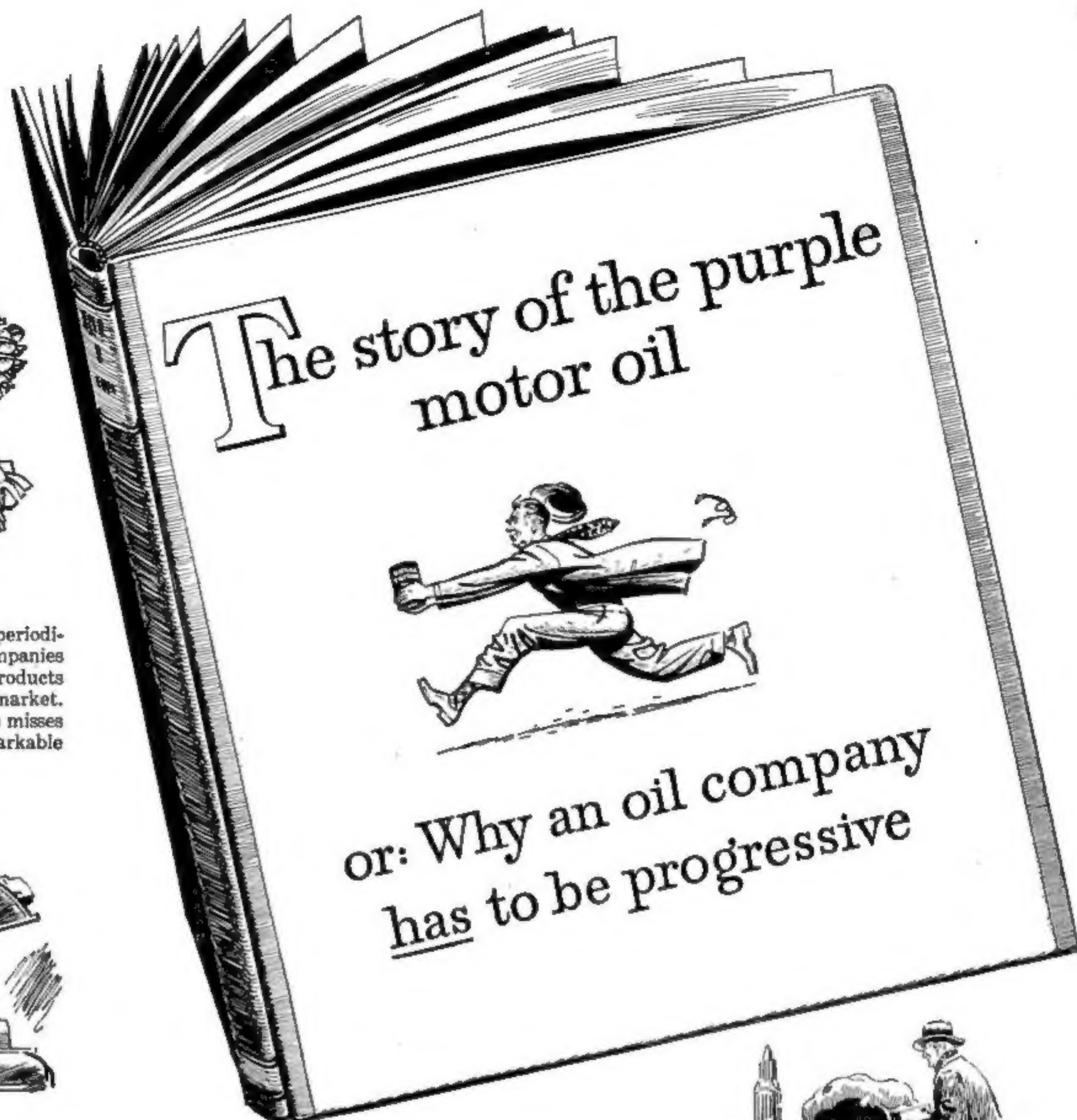
1. One old wives' tale that bobs up periodically is the story that American oil companies protect the sale of their established products by keeping new developments off the market. An example of how far this fairy tale misses the truth is the case of Union Oil's remarkable purple motor oil.



2. Shortly after the war, we introduced our new post-war motor oil, Triton. By all standards, Triton was unexcelled. In fact, it was so good we told people they could safely drive it 6 months between drains if they chose. Consequently, we thought our oil program was set for several years. But 12 months later our research engineers came up with a purple motor oil for passenger cars which they said was even better.



3. Just to prove their claims, they sealed it in the crankcases of four new automobiles and drove them continuously up and down the Pacific Coast for 30,000 miles! At the end of the test they opened up the motors and showed us the results: The engine parts were as good as new and the oil—by every analysis—showed no more deterioration than ordinary motor oils exhibit after 1,000 miles.



4. That posed a question. Should we hold this new purple oil off the market for a few years and protect Triton, or put it on sale immediately? The answer was that we had no choice. For we were in competition. If we didn't put this purple oil on the market as soon as possible, some of our competitors might develop a comparable product and beat us to the punch.



5. As a result we introduced our purple oil to the motorists of the Pacific Coast under the brand name of Royal Triton. Royal Triton was not only an overnight success with our own Western customers; visitors from the East even took it home with them and continued buying it by mail. Consequently, we've had to expand our manufacturing facilities and lay plans for marketing it throughout the country.

Moral: Next time anyone tells you oil companies hold improved products off the market, please tell him to see us.

UNION OIL COMPANY OF CALIFORNIA

INCORPORATED IN CALIFORNIA, OCTOBER 17, 1890

This series, sponsored by the people of Union Oil Company, is dedicated to a discussion of how and why American business functions. We hope you'll feel free to send in any suggestions or criticisms you have to offer. Write: The President, Union Oil Company, Union Oil Building, Los Angeles 14, California.

TANGERINES ARE TOPS IN FUN AND IN HEALTH

They are Florida's Luscious
"FRUIT OF YOUTH!"



For the Holidays and right through the Winter!

For Christmas and the holidays, they add color and sparkle and life. And right through the winter, it pays to buy plenty of luscious tangerines.

Yes, tangerines are "The Fruit of Youth" for youthful folks of all ages.

They're just packed with the kind of nourishment that active bodies demand.

But the season is all too short. Is your market list handy? Put *Florida tangerines* down right now, just for fun—and for flavor—and health!

FLORIDA CITRUS COMMISSION • LAKE LAND, FLORIDA

**AND NOW YOU CAN BUY
TANGERINE JUICE IN
HANDY CANS!**

**NEW!
DELICIOUS!
HEALTHFUL!**

**ENTIRELY
DIFFERENT!**

NOURISHING!

**ENJOY IT
ALL YEAR ROUND!**

FLORIDA TANGERINES

"THE FRUIT WITH THE ZIPPER SKIN"





Martha Logan's

FESTIVE FIXIN'S

Spiced Cranberry Bells: Boil 4 c. cranberries in 2 c. water for 20 min. Add 2 c. sugar, $\frac{3}{4}$ tsp. cinnamon; cook 2 min. Add 2 tbs. gelatin softened in $\frac{3}{4}$ c. cold water. Rinse small molds in cold water; fill with sauce; chill. At serving time, top with bows of softened cream cheese put through pastry tube. For festoon, tie parsley sprigs with thread to make 36" rope; trim with shears. *Bake Swift's Premium Ham* according to directions on tag with every ham. Candle is cream cheese with flame cut from pimiento, holly leaves from green pepper.

Company is coming... and your mind's at ease

When you're serving Swift's Premium Ham you needn't wait till mealtime to be sure of a meat-treat. That fork-tender texture is always the same. That matchless flavor never varies.

For thanks to a unique system of quality control, Swift's Premium is *always* perfect. From the

careful choosing of each ham, through the Brown-Sugar-Cure and oven-smoking over hardwood fires, a long series of controls assures uniformity.

Swift's Premium is dependably, deliciously the same anytime, anywhere you buy it. That's why it continues to be America's *best-liked* ham.



A gift you'd love to get! Swift's Premium Ham in gay wrappings.

SWIFT'S PREMIUM Ham is perfect every time



CRANBERRY HAM SLICES: Mix 2 c. raw cranberries with 1 c. honey; spread on 1" center slice of Swift's Premium Ham. Top with another slice edged with cloves. Bake in slow oven (325°F.) about 75 min., basting occasionally. Garnish top with some of the cooked cranberries.

America's favorite ham comes in 2 styles:

Blue Label, for easy home cooking;

Red Label, fully cooked.

NOTE: Not so-called "ready-to-eat" . . . but really, deliciously, fully cooked as you'd do it at home!



HAM AND POTATO SCALLOP: Slice 6 c. cooked potatoes. (If possible, use potatoes of baking type.) Arrange in alternate layers with pieces of cooked Swift's Premium Ham in 2 qt. casserole. Add 2 c. thin, seasoned white sauce. Bake in mod. oven (350°F.) about 30 minutes.

Swift's unique system of quality-control assures you the same superbly mellow flavor, the same delicious tenderness, in every Swift's Premium Ham.

SOARING!

Every year of its 19 years, 7-Up has shown an increase in national sales!

Why? Because clean-tasting 7-Up is so pure... so good... so wholesome that even the *smallest* small fry can "fresh up" with 7-Up as often as they want with as much as they want. Let 7-Up add to your family fun. Buy a case wherever you see those bright 7-Up signs.

You like it... **7up** it likes you!

See 7-Up color page in this issue

U-ALL-NO
Richardson's
CANDIES

Holiday Entertaining
à la Richardson's



These smooth, creamy Mints supply the finishing touch to festive parties in homes all over America. Be sure to include Richardson's on your "must" list for the Holidays.

U-ALL-NO
Richardson's
AFTER DINNER **MINT**



10¢

NEVER SOLD IN BULK!

Thos. D. Richardson Co., Phila. 34, U.S.A.

LETTERS TO THE EDITORS

WELL-ROUNDED MAN

Sirs:

Re your editorial "Revolution on the Campus" (LIFE, Nov. 28): While it is true that the liberal-arts student of today is on his way to being the ideal "rounded man," it is also true that he will never be well rounded in relation to the world he lives in, for he is getting basic, general knowledge only of past generations. . . .

Until the subjects taught in the liberal-arts college are tied up with modern problems—as well as future ones—until then, the college will still be failing to turn out the really ideal "rounded man."

ERNEST SELIGMANN

New York, N.Y.

Sirs:

. . . Instead of spoon-feeding college students what "the powers that be" decide is good for them, let them choose courses on the basis of their needs and you will really be educating. What's more, by and large they will choose the humanities you were previously trying to force down their throats. Education in order to work must be an *interaction* between the student and his school; it is tyranny when merely handed down from above.

ARTHUR HUGO ROSEN

New York, N.Y.

Sirs:

. . . The general college ideas were in operation in Minnesota (in a restricted sense), in Chicago, Florida and Ohio University (and probably other colleges) before Harvard learned through its \$50,000 what was going on elsewhere. Your view that the Harvard report simply "summed up what was in the air" is correct. It had to have a Harvard accent added to it. . . .

A. R. MEAD
Director

Bureau of Educational Research
University of Florida
Gainesville, Fla.

VEEP'S WEDDING

Sirs:

I am a close friend of the Sayman family, at whose home the Barkley-Hadley luncheon reception (LIFE, Nov. 28) was given after the wedding. In a caption you say Mrs. Sayman, the hostess, is "socially prominent widow of T. M. Sayman, a circus strong man. . . ." This is a misconception regarding Dr. Sayman. Dr. Sayman did at an early age join a circus, with which he stayed only a short time, but he was not the circus strong man, nor was he billed as such.

You were, however, correct in saying that Dr. Sayman left the circus to found a business based on the sale of soap—"Sayman's Vegetable Wonder Soap."

NEWMAN R. DONNELL

Chicago, Ill.

TRENTON TEAM

Sirs:

I thought you would like to know more about the Trenton State Teachers' football team (LIFE, Nov. 28) and its 11-year fight for one football victory. The team is made up of fellows who play merely for the love of the game. They do not receive football scholarships. Many of them are veterans with wives and the time they spend in practice and playing could well be spent in earning the extra money they

CONTINUED ON NEXT PAGE

Give the only really distinctive cigarette gift
Give **REGENT**... THE LUXURY SMOKE
AT POPULAR PRICE



REGENT IS KING-SIZE
...BEAUTIFULLY TAILORED,
SLENDER AND FIRMER
AND SMOOTH TO
YOUR TOUCH

REGENT IS
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WITHIN A HANDSOME
CRUSH-PROOF BOX — NO
SHREDS IN POCKET
OR PURSE

REGENT IS OVAL
WHICH MEANS COOLER
SMOKING — BURNS 10%
COOLER THAN IF IT
WERE ROUND

REGENT'S
NATURAL FLAVOR
MEANS NO HARSH
ADULTERANTS. JUST
SUN-RIPE TOBACCOS
BLENDED WITH
CARE



These extra smoking refinements at no extra cost make Regent the very best cigarette gift for smokers of better taste.

THIS CHRISTMAS GIVE REGENT •
IN THE DISTINGUISHED CHRISTMAS CARTON

REGENT...
same low price as small
size, paper-packed brands

"See...I always carry TUMS!"



Holiday food is hard to resist! So it's wise to remember: The more delicious the food, the more you may need Tums—because you may overindulge. For almost instant relief from acid indigestion, gas and heartburn, take Tums just like candy mints, as often as needed. They contain no baking soda (bicarbonate)—absolutely none! No danger of overalkalizing; no acid rebound. Night and day, at home or away, always carry Tums. Still only 10¢ a roll—3-roll package, a quarter. All drugstores.

QUICK RELIEF FOR
ACID INDIGESTION



THOUGHTFUL GIFT FOR MOTHER
OR DAD.....12-roll box, \$1.

for the tummy

✓Try one or two Tums after breakfast. See if you don't feel better!

TUMS ARE ANTACID—NOT A LAXATIVE

When you feel bad due to constipation, use dependable Nature's Remedy—NR Tablets. Nature's Remedy is mild, purely vegetable—relieves constipation without the usual griping, sickening, perturbing sensations.

Get a box today. You'll be convinced.



LETTERS TO THE EDITORS

CONTINUED

need to get along. The college is the brunt of many jokes, both local and national, but in spite of all this, and also the fact that the team each year has suffered injuries, the boys kept trying and finally came up with a victory.

GWEN M. JONES

West Englewood, N.J.

Sirs:

Betha Norwich University, Northfield, Vt. has a "better" loss record than Trenton.

Williams 54, Norwich 6
Massachusetts 54, Norwich 0
Trinity 71, Norwich 0
Vermont 20, Norwich 0
Coast Guard 26, Norwich 0
Middlebury 6, Norwich 0
St. Lawrence 54, Norwich 0

ROGER R. MASON

Buffalo, N.Y.

FLYING SQUIRRELS

Sirs:

We have a pet flying squirrel like the ones you showed in the Nov. 28 issue. His name is Frisky and we rescued him from an old house. Each evening at 9 Frisky emerges from his tobacco-can indoor home to have the run of the house. His favorite leap is from



the top of the curtain rod to the outstretched hands of my two nephews. Sometimes he misses and lands on the 4-year-old's head.

In the picture here Frisky has just emerged from the pocket of my jacket and is scolding everyone because he found no peanuts there.

DAVID VIVIAN

Detroit, Mich.

SALT MINE

Sirs:

Has LIFE erred in locating the salt mine into which Representative Bryson and party (LIFE, Nov. 28) descended in Salzburg, Austria? It looks to me very much like the salt mine just outside Berchtesgaden, Germany—about 16 miles southwest of Salzburg, across the Austria-Germany border. Hitler's original Alpine retreat, the Berghof, was located near this mine on the Obersalzberg, which appropriately means "upper salt mountain."

R. BRADNER MEAD

Chicago, Ill.

● It was the Berchtesgaden mine.—ED.

BOLD, ANYWAY

Sirs:

You referred to Conrad Hilton (LIFE, Nov. 28) as a "bold and agile Texan." Since he was born in San Antonio, N. Mex., shouldn't he be called a "bold and agile New Mexican?"

MARY HESS

Santa Fe, N. Mex.

● About a year ago Hilton was made an "honorary citizen" of Texas by the state's governor. He likes to think of himself as a Texan.—ED.

CONTINUED ON PAGE 2

Gives hair that



"just-combed" look



all day long!

'Vaseline' Cream Hair Tonic is the ONLY hair tonic which contains new, wonder-working VIRATOL. This special compound helps make your hair LOOK natural, FEEL natural... stay in place HOURS LONGER.

Just rub a little 'Vaseline' CREAM Hair Tonic on your hair each morning... then COMB it and FORGET it! 'Vaseline' Cream Hair Tonic is good for your SCALP, too. Contains Triple-A LANOLIN... checks loose DANDRUFF. Try a bottle today! Satisfaction guaranteed or your money back.

Vaseline
TRADE MARK
CREAM
HAIR TONIC



the cream of them all!

Tops in entertainment

DR. CHRISTIAN, starring JEAN HERSHOLT, on CBS every Wednesday night.

VASELINE is the registered trade mark of the Chesebrough Mfg. Co., Con'd



The Most Dangerous Tree in the World!

"Six Killed in Christmas Fire!" . . . "Tree Blazes, Four Die!" . . . "Xmas Tree a Family Pyrel!"

You're shocked every Yuletide by news headlines like these.

The tragic victims were families who "didn't know" . . . didn't know a Christmas tree is saturated with highly flammable pitch and resin. A burning match or cigarette or an electric spark can turn it in a flash into a roaring, crackling mass of flames. In two minutes it can fill a room with fire gases deadly enough to kill.

Careful this Christmas . . . lest your Christmas tree be dressed to kill!

DO choose a small tree. The smaller the tree the less the hazard. Do keep it away from radiators, heater, fireplace. Do use wiring with the U.L. label. Do dispose of gift wrappings promptly outside the house. Do take down your tree when needles begin to fall.

DON'T use cotton, paper or other flammable material for decorations. Don't use candles. Don't use frayed strings of lights or worn extension cords. Don't overload the electrical circuits. Don't leave tree lights burning when you go out. Don't smoke or use matches nearby.

Clip out and save these suggestions. They'll help keep your Christmas merry.

The fire insurance companies which maintain the **National Board of Fire Underwriters**

85 John Street, New York 7, N. Y.

for public service through . . . Fire Prevention in Home and Industry . . . Improved Fire-Fighting Facilities . . . Fire-Safe Building Codes . . . Safety Tests by Underwriters' Laboratories . . . Arson Investigation . . . Disaster Emergency Plan for Policyholders . . . Research and Engineering

To protect your life, your home, your job
STOP FIRE the Fifth Horseman



... Pot out every match and cigarette



Don't use gasoline or benzine for home cleaning



Use only wiring and appliances with the U.L. label



Repair and insulate heating plant, stoves, chimneys



De Luxe Shave Bowl, \$1.50; After-Shave Lotion, \$2.50; Men's Powder, \$2.60; Men's Cologne, \$2.50. In gift set, illustrated, \$8.25. Other sets, \$3.75 to \$6.75.

You know (and he knows) that your gift is the finest of its kind—when it's Courtley, world's finest toiletries for men. Choose from magnificent containers . . . 23-carat Gold-fired . . . or handsome masculine colors in genuine porcelain with horse-head closures plated in real gold. Courtley, Ltd., New York • Los Angeles



Travel Kit—generous flasks of Men's Powder and After-Shave Lotion and famous Courtley Brushless Shave Cream, in handsome genuine leather case, \$2.50.

All prices plus tax

Gold Shave Bowl, After-Shave Lotion, Cologne, and Men's Powder, \$5.00 each. Sets, gift-boxed, \$10. to \$20.

Value Set—Brushless or Lather Shave Cream and After-Shave Lotion (6 full oz.) in handsome gift box. Only \$1.50.



For men who insist on the finest
Courtley

WORLD'S FINEST MEN'S TOILETRIES, 50¢ TO \$175.00

LETTERS TO THE EDITORS

CONTINUED

HOME ART GALLERY

Sirs:

Thanks to LIFE I have my own private art gallery in my own home. As an artist and an active member of the Associated Artists of Pittsburgh, I have found your reproductions and articles on art an inspiration and also a help in solving problems of light,



color and composition. So I have cut out every reproduction you have published. One day it occurred to me that I was wasting a lot of precious time digging out and putting all these pictures away each time I wished to study one of them. Result: the screen which you see in this picture.

MATHILDA ULLERY TROTTER
Pittsburgh, Pa.

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at 9 Rockefeller Plaza
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\$1.98

CHOOSE THE POINT THAT SUITS YOU BEST

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PUZZLE



What makes Murray Goodwin take such long lunch hours? Goodwin's explanation: "I'm mighty fond of Liederkrantz Brand cheese for dessert. I like to take my time over it." Goodwin's boss agreed that something about the luscious, satisfying flavor of Liederkrantz makes a man linger over each delicious mouthful.

FOR SANTA?



When Young Andy Gribbin asked his father what he should leave for Santa Claus this Christmas Eve, his father promptly suggested Liederkrantz Brand cheese. Eaten at its peak, when the center is soft and creamy-yellow, this robust Borden's cheese makes a sensational evening snack. Don't wait till Christmas—buy Liederkrantz today.

©T.B.C.

"So Soft—it feels
like facial tissue"



Yes, Soft-Weve does feel soft as facial tissue! And the reason is that Soft-Weve is double—actually *two* thicknesses of softest tissue! That's why, too, Soft-Weve is *firm*—the ideal toilet tissue. No wonder so many women say, "It's just like Scott to make things better!"

Toilet tissue firm...yet Cleansing tissue soft

Announcing the Wonderful New **PONTIAC**



Dollar for Dollar-You can't beat

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| 1. Only Car in the World with Silver Streak Styling | 8. Distinctively Beautiful Sweep-Stream Rear Fender Ensemble |
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| 6. Super-Safe, Super-Strong All Steel Bodies by Fisher | 13. Ultra-Styled Dial-Cluster Dash |
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THE PONTIAC!

- 14. Handi-Grip Parking Brake on Dash
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- 18. Extra Large, Fully-Lined Trunk for Extra Luggage
- 19. Counter-Balanced Self-Locking Trunk Lid
- 20. Smoother, Safer Riding—Low Pressure Tires on Broad Rims

Please accept our cordial invitation to see and examine the wonderful new Pontiac at the dealer nearest you.

We feel this is the most important and significant invitation Pontiac has ever issued—because the car you will see is far the finest Pontiac ever built and is priced well within the reach of any new car buyer!

The new Pontiac, with its Bodes by Fisher, is the most beautiful thing on wheels. It is a big, comfortable, luxurious car in every way. This new Pontiac will perform *even better* than its great predecessors because it has a new, more powerful straight-eight engine.

There is nothing quite like seeing for yourself—your own eyes will tell you that dollar for dollar you just can't beat a Pontiac!

PONTIAC MOTOR DIVISION of GENERAL MOTORS CORPORATION

-and all
through the year!

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DRY**



Handle holiday thirsts with ease.
Serve Canada Dry Beverages.
Each bottle brims with the lip-
enticing deliciousness that
makes drinking sheer delight.
Canada Dry is truly America's
"first family of beverages" — a
pleasure to drink, a pleasure to
serve.



*America's First Family
of Beverages*



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STOMACH
JUMPY
NERVES**

**BROMO-
SELTZER**
FIGHTS HEADACHE
THREE WAYS

1. Relieves Pain of Headache.
2. Relieves Discomfort of Upset Stomach.
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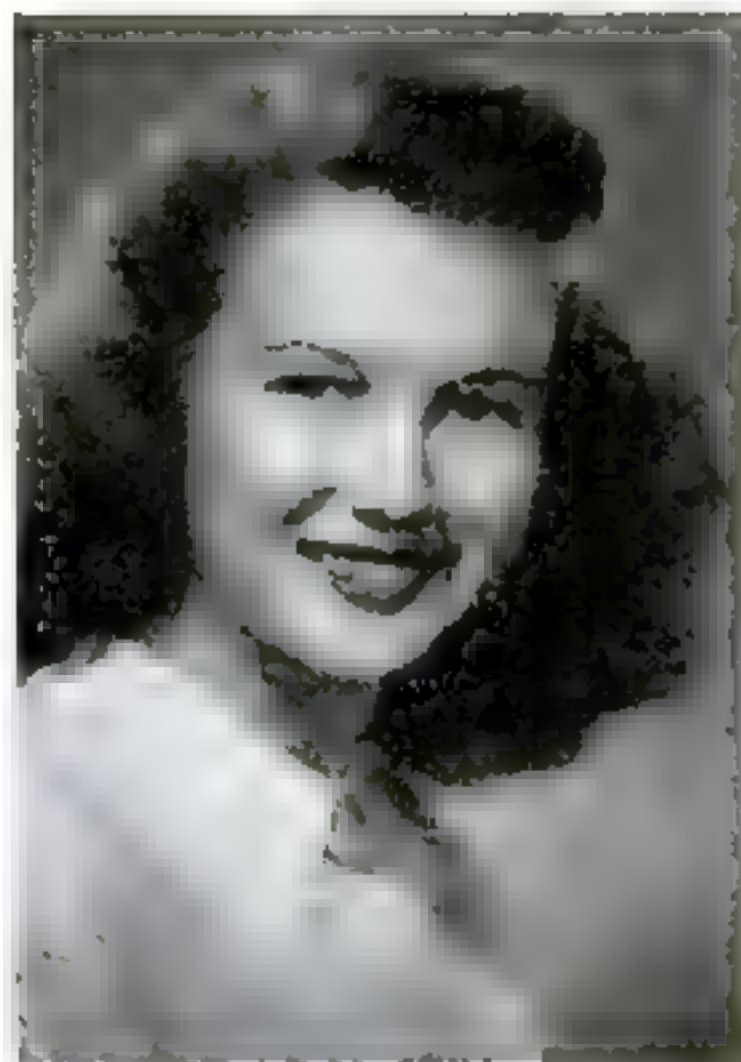


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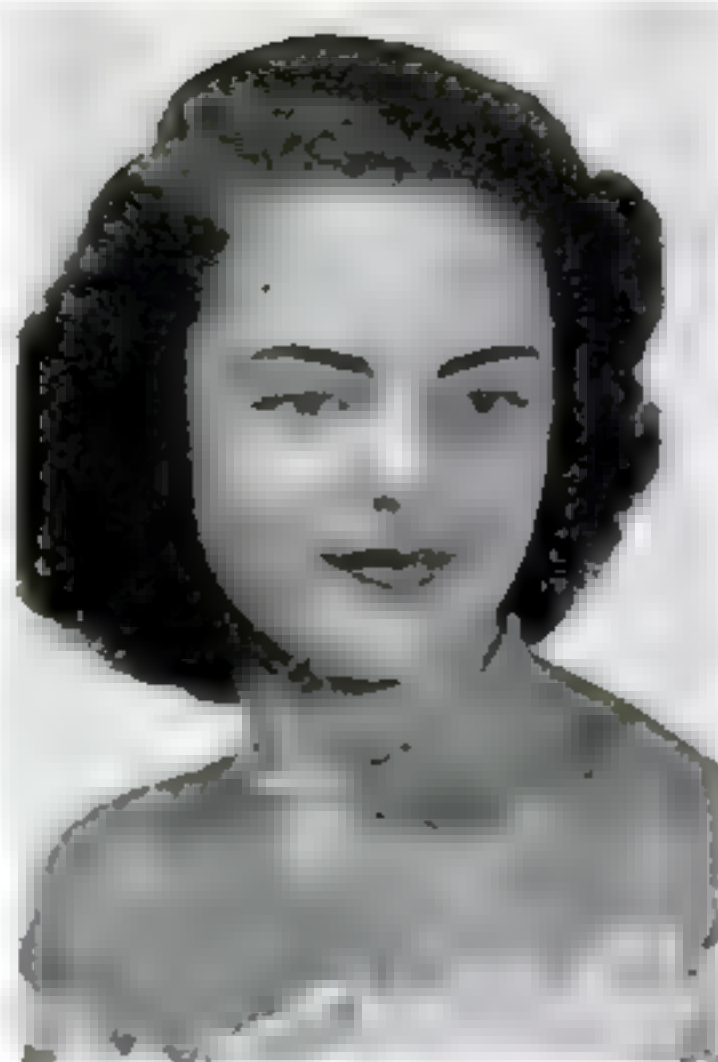
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WINDPROOF LIGHTER

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RUNNER-UP in final judging was hazel-eyed Marion Elizabeth Gore of Macon, Ga.



THIRD place went to Virginia Spicer of St. Augustine, Fla., a good swimmer.



FOURTH was Cyd Chapman of Reno, Nev., cousin of U.S. Secretary of Interior.



FIFTH was Barbara Binion of Las Vegas, Nev. All finalists won watch, cosmetic case.

SPEAKING OF PICTURES . . .

... Nationwide contest picks most beautiful 15-year-old in the U.S.



BOYFRIEND Richard Cole, 19, is shown with some of the soap that he sold. He is now going steady with Jackie.

All over the U.S. this fall there occurred such a teen-age interest in soap as had never been seen before in the land. This was because the *Lux Radio Theatre*, to celebrate its 15th year on the air, was staging a nationwide beauty election for 15-year-old girls. The sole requirement for voting was the inclusion with each vote of a soap wrapper (or hand-drawn facsimile of same) and repeated voting was allowed. Almost all the CBS stations which carry the show each week conducted their own polls to choose a local winner.

The lather of excitement whipped up by the contest surprised even the go-getting Lever Brothers Company, which makes the soap. One group of children from an Oklahoma school spent all one day on their stomachs drawing facsimiles of wrappers. Some stores reduced the price to 3¢ a bar and promptly sold out, and almost everywhere bars of Lux became a rarity. An entire college football team in New Mexico deserted the gridiron to plump for their favorite. When the suds cleared away, the 154 girls shown below had made the grade. Then their pictures went to Hollywood to be judged on the basis of beauty, not soap wrappers. There, when the field was narrowed down to five, the four girls above lost out to Jackie Lee Barnes of Albuquerque, N. Mex. (opposite page), whose diligent boyfriend (left) had sold more than 2,000 bars of soap in her cause.



PICTURES OF 154 15-YEAR-OLDS WHO WON THEIR LOCAL CONTESTS WERE SENT TO HOLLYWOOD AND POSTED ON THIS JUDGES' BOARD. MOVIE



THE WINNER—RED-HAIRED, BLUE-EYED JACKIE LEE BARNES—IS A HIGH-SCHOOL JUNIOR, PLAYS THE PIANO AND WANTS TO BE A MOVIE ACTRESS



STARS JUNE HAYER AND MARK STEVENS WERE THE FINAL JURY. JACKIE IS IN THE THIRD ROW FROM BOTTOM, SEVENTH FROM THE LEFT

"Soaping" dulls hair— Halo glorifies it!



✓ Not a soap,
not a cream—
cannot leave
dulling film!

✓ Quickly,
effectively removes
dandruff from both
hair and scalp!

✓ Gives fragrant,
soft-water lather
even in hardest
water!

✓ Leaves hair
lustrously soft, easy
to manage—with
colorful natural
highlights!

**Yes, "soaping" your hair
with even finest liquid or cream
shampoos hides its natural
lustre with dulling soap film**

✓ Halo—not a soap, not a cream—contains no sticky oils, *nothing* to hide your hair's natural lustre with dulling film. Made with a new patented ingredient, Halo brings out glossy, shimmering highlights the very first time you use it! Its delightfully fragrant lather rinses away quickly, completely in any kind of water—needs no lemon or vinegar rinse. For hair that's naturally colorful, lustrously soft, easy to manage—use Halo Shampoo! At any drug or cosmetic counter.



Halo reveals the hidden beauty of your hair!

LIFE

Vol. 27, No. 25

REG. U.S. PAT. OFF.

December 19, 1949

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CONTENTS

THE WEEK'S EVENTS

U.S. STARTS CLEANING UP THE OKINAWA JUNK HEAP	19
PHOTOGRAPHED FOR LIFE BY CARL MYDANS	
EDITORIALS: AND NOW FORMOSA	
SPEAKING OF NEWS	24
SANTA DOES A HIGH WIRE ACT	25
THE VAN GOGH MYSTERY CASE	26
AS NEW ZEALAND GOES SO GOES AUSTRALIA	30
ALLENTOWN GAS MAIN BLOWS UP	35
CHRISTMAS DISPLAYS ARE BIGGER THAN EVER	40
MICHIGAN TOWN TURNS OUT TO CELEBRATE RED FLANNEL DAY	44

ARTICLE

IT TAKES A RUSSIAN TO BEAT A RUSSIAN, by WALLACE CARROLL	80
--	----

PHOTOGRAPHIC ESSAY

MR. MAYTAG	71
PHOTOGRAPHED FOR LIFE BY LEONARD MCCOMBE	

ENTERTAINMENT

THE CANASTA CRAZE	47
-------------------	----

BUSINESS

SPEEDY BRICKLAYER	67
-------------------	----

FASHION

LITTLE GIRLS' CLOTHES	60
-----------------------	----

THEATER

PARIS "STREETCAR"	68
-------------------	----

MODERN LIVING

PLATE PAINTING	81
----------------	----

OTHER DEPARTMENTS

LETTERS TO THE EDITORS	5
SPEAKING OF PICTURES: NATIONWIDE CONTEST PICKS MOST BEAUTIFUL 15-YEAR-OLD IN THE U.S.	14
SEQUEL: MARVADEL BLACK GUM COMES THROUGH	38
LIFE VISITS EZIO PINZA	94
MISCELLANY: VENUE CAUSES TROUBLE	100

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LIFE'S COVER

Christopher Norwood is one of a family of four models already working their way into college although their combined ages total less than 12 years. Christopher's sister Karen, 5, appeared on *LIFE*'s Feb. 28 cover, brother Marquis, 2½, was in *Glamour* and John Jr., four months, has already posed for *Love Story*. The Norwoods sometimes have a distinguished sitter in their grandfather, Marquis James, who has won two Pulitzer prizes for biographies of Sam Houston and Andrew Jackson. Christopher, whose parents expected a boy when she was born, has a robe, slippers and doll by Rojaan (cost: \$8.95). For other little girls' clothes, see pages 60-64.



The following list, page by page, shows the source from which each picture in this issue was gathered. Where a single page is indebted to several sources, credit is recorded picture by picture (left to right, top to bottom) and line by line (lines separated by dashes) unless otherwise specified.

COVER—JOHN LEEN	48, 41—ANDREAS FEININGER
14, 15—LT. GEN. AND Y. BY EDWARD CLARK	43—LT. JOHN H. SPANGLER, RT. RALPH CRANE FROM U.S.
21 THROUGH 23—CARL MYDANS	45—ELIOT ELISOFON
24—NOT CORRELL CAPA	53—NATHAN HOLMES
25—STEVE CRISSE FROM A.P.	54, 55—WALTER SANDERS
26—METROPOLITAN MUSEUM OF ART COURTESY MAURICE WERTHEIM; A.P., W.W. CHARLES UHT, ARTHUR GRIFFIN	57, 58—JOHN DOM NIS
27—METROPOLITAN MUSEUM OF ART—ACME LED TRACHTENBERG SHARLAND FROM U.S., PETER POLLACK	60 THROUGH 64—NINA LEEN
28, 29—F. LT. JERVA W. BALDWIN FOR DES MOINES REGISTER AND TRIBUNE; T. GEN. H. G. WALKER (2)—ACME, A.P., T. ST. TOM FRISSELL, MPT, ALFRED RISENSTADT FROM PIX	66—H. R. FARMAN
30—PHOTO NEWS LTD. EXC. 807; P. A.P.	71 THROUGH 73—LEONARD MCCOMBE
32, 33—CALL-CHRONICLE NEWSPAPERS, INC.	74—COURTESY LIBRARY OF CONGRESS
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	84—A.P. © IMPERIAL WAR MUSEUM, LONDON
	91—ROBERT RAFA
	93—WERNER WOLFF FROM U.S.
	94 THROUGH 95—NINA LEEN
	100—BERNARD HOFFMAN

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"And I say, men are worse naggers than women!"

SAID ELSIE, THE BORDEN COW



"I TELL YOU, I'M NOT NAGGING!" roared Elmer, the bull. "I only asked you if you turned out the cellar light, and locked that loose kitchen window!"

"But, dear," protested Elsie, the Borden Cow, "you ask me those same questions every time

we go out. And you *know* I always check up."

"If you always checked up," fumed Elmer, "would I have to keep asking?"

"Yes, dear!" laughed Elsie. "Now, come on, forget it! We'll be back in an hour. I'm just stopping by the women's club to tell them about the most delicious ice cream that ever came to



this town—Lady Borden Ice Cream."

"Don't you mean *nag* them into buying your Lady Borden?" asked Elmer.



"You don't have to nag anyone into buying it," answered Elsie brightly. "Just let them taste this wonderful new ice cream *once*, and they want more and more. Lady Borden is so smooth, so creamy! Look what it's made of: lots of pure, rich

cream, super-scrumptious flavorings—"

"Who cares what it's made of?" snapped Elmer.

"I thought everybody did!" answered Elsie, wide-eyed. "It's so *extra* good and nutritious, I thought folks wanted to know what made it that way. Lady Borden



is a fine food, as well as a delightful treat."

"Boy! If you aren't *nagging* Lady Borden Ice Cream to a fare-you-well!" mimicked Elmer.



"Perhaps you'd like to talk of something else?" sweetly inquired Elsie. "What shall it be? Cabbages? Kings? Or *pies*? Everybody's talking about the glorious pies they make so easily with Borden's *None Such* Mince Meat."

"I'm not talking about 'em!" denied Elmer. "I'm *thinking* it looks like snow. Are you sure you locked that window?"

"I'm sure," chirped Elsie, "that Borden's *None Such* is the grandest mince meat of all! Made with 21 quality ingredients, including fruits and spices, and flavor-aged according to an old New England recipe."

"In old New England," asked Elmer, "didn't they



punish nagging wives in the public square?"

"What a silly idea!" exclaimed Elsie. "Who'd make the mince pies while the wife was in the square? . . . Seriously, things are lots easier for women nowadays. Today you can get real *old-fashioned* kind of mince meat *all fixed*, in condensed form, in those bright red Borden's *None Such* Mince Meat packages. Or *ready-to-use* in the glass jars."



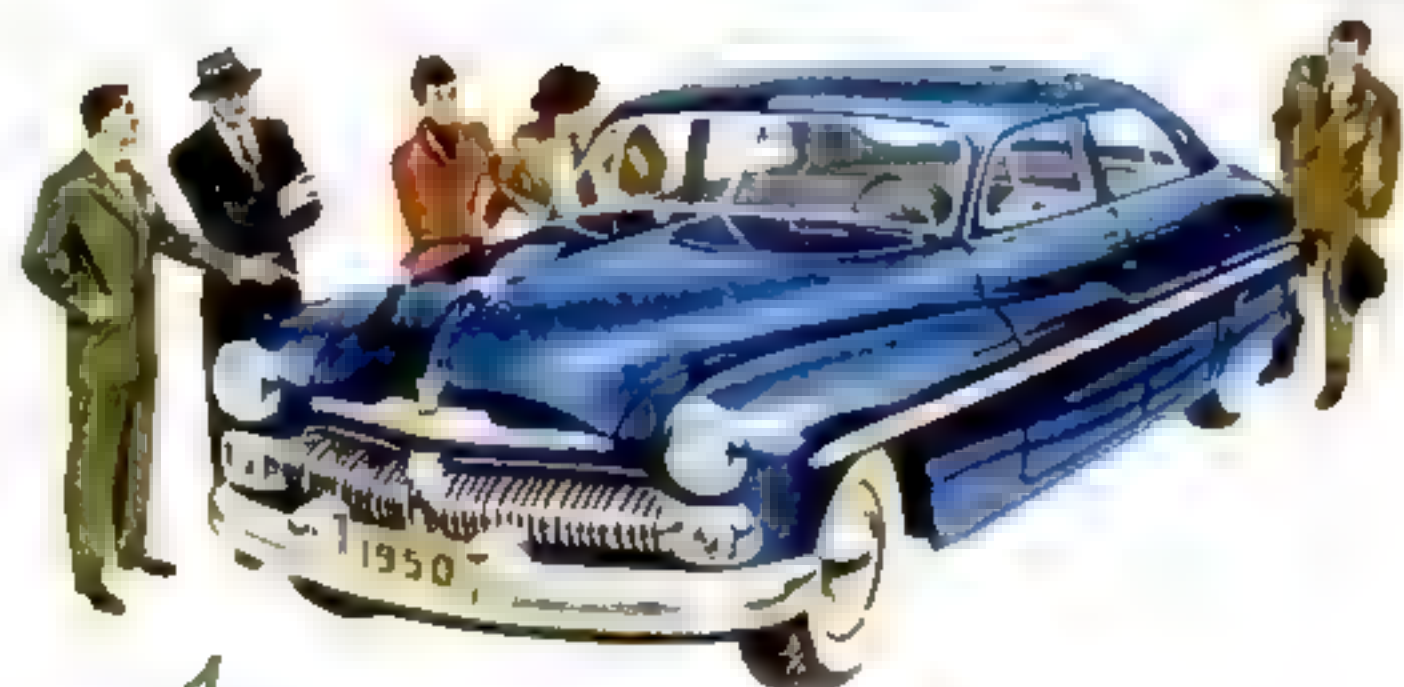
"The glass in that window—" began Elmer.

"I *could* say something about nagging husbands at this point," giggled Elsie, "but I won't. Instead, I'll leave you here at the club door with this lovely thought—if it's Borden's, it's *GOT* to be good!"



- if it's Borden's,
it's *got* to be good!

Thrifter
and better than ever!



New 1950 **MERCURY**

1. LOOK AT THE SIZE OF THIS BIG, NEW 1950 **MERCURY**! IT'S "BETTER THAN EVER" IN ECONOMY AND ALL-ROUND PERFORMANCE, TOO!

- 
2. LOOK AT THE ROOM IN THIS BROAD, FOAM RUBBER-CUSHIONED FRONT SEAT! ALMOST A FULL FIVE FEET OF "BETTER THAN EVER" COMFORT!



3. LOOK AT THE RUGGED LINES OF THIS RIGIDLY WELDED CHASSIS! THE BIG, MASSIVE NEW 1950 **MERCURY** IS "BETTER THAN EVER" IN EVERYTHING!

LAST YEAR, Mercury was an outstanding buy. This year, it's a *better* buy than ever! For the new 1950 Mercury is *better than ever* in everything!

It's better in styling — with new advanced design! Better in *comfort* — with "Lounge-Rest" foam rubber-cushioned seating! Better in *economy* — with "Econ-O-Miser" carburetion. Better in

performance — with "Hi-Power Compression." Better in all-around *value*!

And remember, everything's been road-proven too. No wonder Mercury popularity is now the highest in history! See your Mercury dealer — and see why it's *better than ever* to make your next car the new 1950 Mercury!

MERCURY DIVISION OF FORD MOTOR COMPANY

White side-wall tires and rear wheel shields optional at extra cost



BETWEEN TYPHOONS SANDBAGS HOLD ROOFS ON THESE U.S. BARRACKS ON OKINAWA, BUT WHEN STORMS COME THEY OFTEN TAKE AWAY BOTH BAGS AND ROOFS

THE OKINAWA JUNK HEAP

After four years of neglect U.S. tries to clean up a shameful mess

PHOTOGRAPHED FOR LIFE BY CARL MYDANS

Thus fall the Assistant Secretary of the Army, Tracy Voorhees, took a look at Okinawa and was shocked. He found it an ugly, cluttered graveyard of rotting matériel left over from the Pacific war, a place garrisoned by depressed and sullen troops and populated by 600,000 hopeless natives.

Okinawa cost the U.S. over 65,000 American casualties when it was taken in the spring of 1945. Before V-J Day the U.S. poured into it quantities of war materials for the final assault on Japan. Nine of 26 projected airfields were completed. Now for over four years it has been neglected. It still has top value in the strategy of Pacific defense but as a major U.S. military base it is no credit to America.

Okinawa's stolid Ainu-like people are worse off now than they were for 70 years under Japanese rule. About a quarter of the land on which they raised sugar and sweet potatoes is now occupied by military installations. To keep them from starv-

ing the U.S. has to supply a third of their food. They live among the ruins and debris of war and every year new wreckage is added by typhoons.

The U.S. military men and their dependents live in this depressing place with few amusements and a lot of homesickness. Last July a particularly savage typhoon churned up again the vast scrap heaps of the island, destroyed planes on the airfields and unroofed houses and barracks. The already low morale of the troops was almost shattered. The then commanding general refused even to let American correspondents see the damage.

With the whole eastern coast of China in Communist hands and Chiang Kai-shek preparing to make his last stand on Formosa, 330 miles to the south, the condition of Okinawa is ominous. Fortunately Washington is now awake to this. New commandants are trying to bring order out of chaos, and \$58 million has been appropriated to make the great junk heap into something less shameful.



GI IRONY of sign on Private Fred Sullivan's Army bus shows how garrison of Okinawa feels about its post.



▲ **LEFTOVER TIRES** bake in the Oklawaha sun. Although many are usable, eight tires are burned every 24 hours as fuel in order to operate a native salt plant.

OLD JEEPS are stored tender to tender. Since the Oklawaha market is limited, they rust quickly. Other thousands of jeeps were sent to China's government.

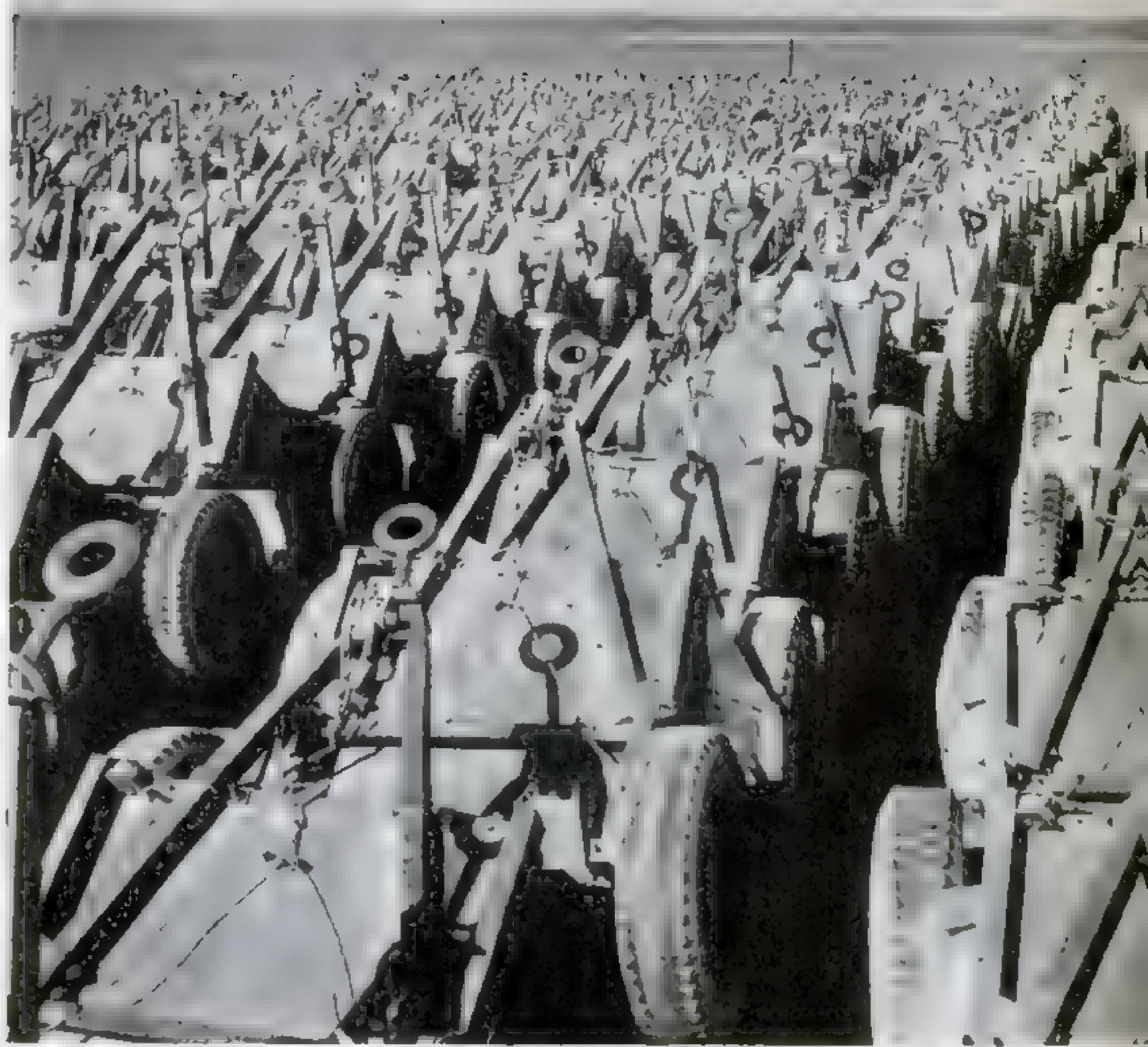


▲ **"THE HEAP"** is the name for the main dump of known war matériel, dumped long ago by the U.S. Army. An American contractor started to sort and reuse it.





ROOFLESS THEATER, which lost its quonset top in last July's typhoon, shows how nature keeps adding to war wreckage. It is still used every night for movies.



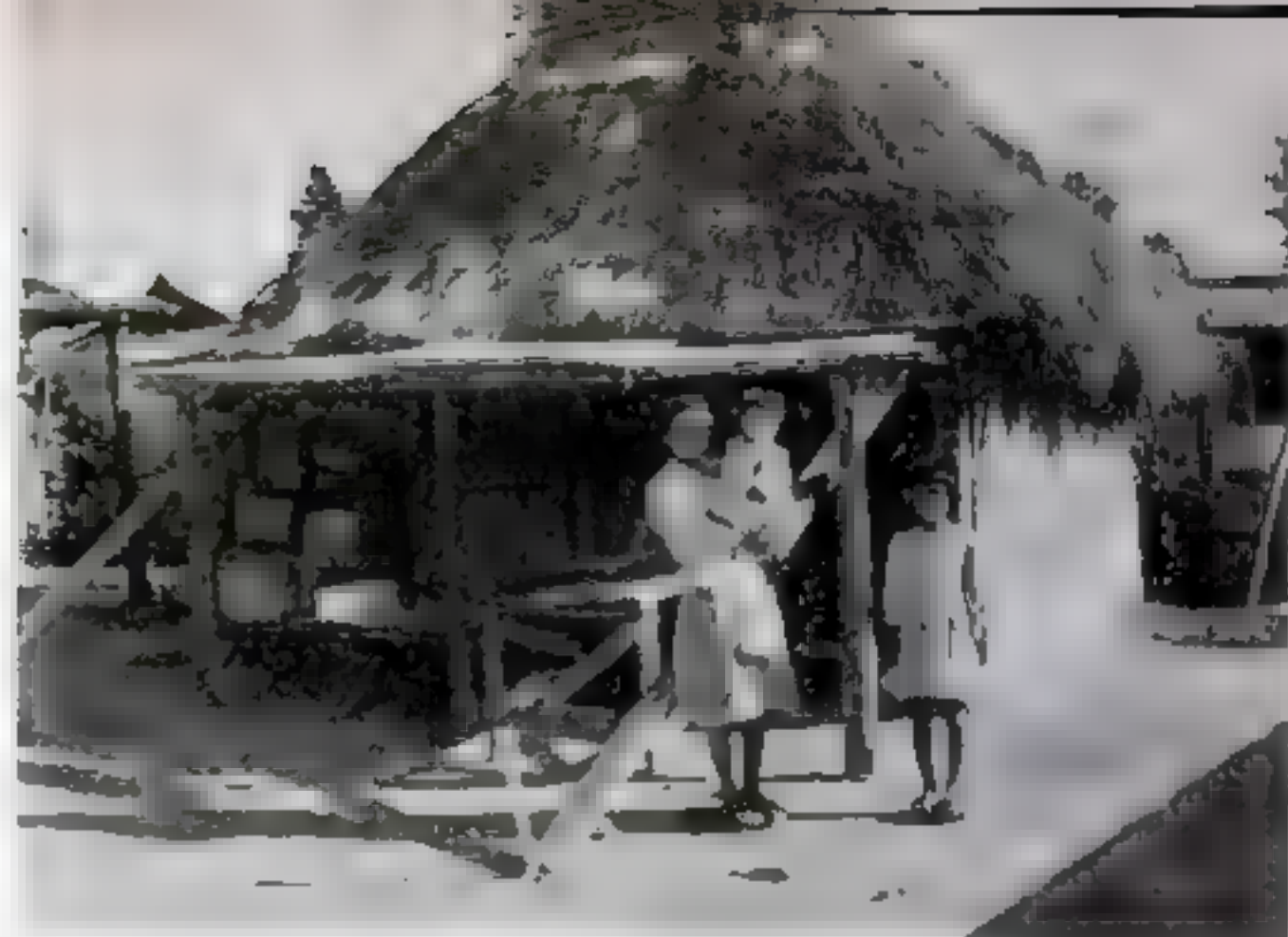
TRAILERS' END on Okinawa is this well-organized junkyard containing, beside the jeep trailers above, big guns, tanks and other costly but unwanted ordnance.

OKINAWA'S CHILDREN grow up in land of scrap heaps. These are gathered outside schoolhouse (dark ground); Army tents easily restored after typhoons.





OKINAWAN TILEMAKER PREPARES CLAY FOR BAKING. HE TURNS OUT PIPE, ROOF TILES



TWICE-WIDOWED SACHI TAMAKI AND DAUGHTERS HAVE A ONE-ROOM HUT

NATIVE POVERTY, ARMY MORALE

Although for four years Okinawa was a grim island which nobody loved, it now has the reasonable beginnings of hope. Life in Okinawa is still hard and squalid. Nothing can restore to native families the breadwinners lost during the days of battle, nor cure the typhoons that blow away Americans' quonsets. But for the natives some opportunities are opening and Americans are promised typhoon-proof shelter. The release of old tires from military dumps for use as fuel has made it possible for the island's salt industry to start operations. Shipwrights have begun to build small wooden fishing boats. A few simple building materials (left) are being produced to repair the ravages of war and typhoon. Some trade with Japan is being revived. Meanwhile Americans

AFTER A DAY OF TRAINING PATROLS ALONG ASIA'S COAST, JET PLANES OF THE 51ST FIGHTER WING ARE PARKED AT AN AMERICAN AIRBASE NEAR NAHA, WHERE SOME





MAJOR SIDNEY SHELLEY AND FAMILY LIVE IN "TYPHOONIZED" QUONSET

ARE U.S. COMMANDERS' PROBLEM

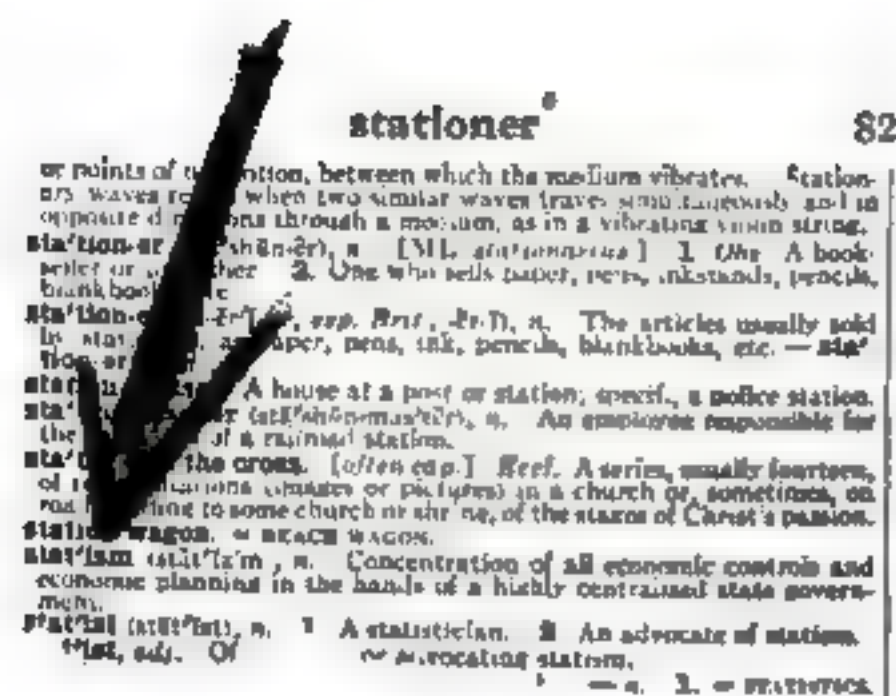
tractors have been hired to start clearing up the island's great scrap heaps. When the new American commandants (*right*) arrived they faced the ugly fact that in the six months ending last September U.S. soldiers had murdered 29 Okinawans, raped 18, robbed or assaulted 49. So the commanders undertook a program of improving troop morale by attacking the problems of housing and boredom. Construction of concrete buildings has started and a new recreation program is under way. Jet squadrons are now operating from Okinawa's airfields (*below*), and there is a real chance of making the island a stronghold of U.S. airpower in Asia within a few years. With time, energy and the money which has finally been provided, Okinawa has a more promising future.



GENERALS JOSEF H. SHEETZ (LEFT) AND ALVIN KINCAID (AIR FORCE) RUN OKINAWA

OF THE BITTEREST FIGHTING OF THE PACIFIC WAR BROUGHT OKINAWA VICTORY IN 1945. BEYOND THE SUNSET, ACROSS THE EAST CHINA SEA, LIES COMMUNIST CHINA





HERE'S THAT WORD AGAIN

Readers are complaining about our use of the word "statism," which for better or for worse we helped to put into general use some months ago. In particular, we are told, we've furthered public confusion by suggesting that the word has precise meanings which can be found in good dictionaries. No such thing, say readers who've looked it up in their dictionaries. Just to settle this matter we consulted publishers of the popular dictionaries, with interesting results. Most of the dictionaries now in popular use do not have current definitions of statism. But the publishers are catching up. At the top of this column we picture the definition in a new Webster's ("By Permission," we are required to note. "From Webster's New Collegiate Dictionary, Copyright, 1949, by G. & C. Merriam Co."). With a gentle leer at our previous efforts to define the word, Funk & Wagnalls points to its 1947 New College Standard Dictionary: "1) A theory of government which holds that the returns from group or individual enterprise are vested in the state, as in Communism. 2) Loosely, adherence to state sovereignty, as in a republic. 3) (Obsolete) Statecraft."

Looks like "statism" is in the language.



FULTON LEWIS JR. AND GEORGE RACEY JORDAN

Now is a good time to restate a few facts and principles having to do with China.

The Communist regime now completing its conquest of the Chinese mainland is an enemy of the U.S. and of all that the U.S. stands for in Asia and elsewhere.

Any recognition which signifies approval of this regime will be a surrender to and approval of an enemy of the U.S. and all that it stands for.

A problem for immediate U.S. decision is whether the strategically important island of Formosa, which lies 110 miles off the Chinese mainland, will be denied to the mainland Communists.

It can be denied to the Communists, in one or both of two ways:

By military occupation of the island; or by renewed support of Chiang Kai-shek and what is left of his Nationalist government, which took refuge on the island last week.

This support can be meaningful only if it

entails a U.S. commitment to back up the Nationalists with military force. It also can be meaningful only if Chiang establishes a decent, efficient refugee regime which can prevent Communist political infiltration.

It is not certain that Chiang at this late date can fulfill his part. But it is possible that he can, and the U.S. State Department refuses even to consider the possibility. In any case the ruling opinion of the U.S. military and of the National Security Council is that Formosa is not essential to U.S. security. We disagree. However, the official view on both political and military grounds being what it is, Formosa will eventually go by default to the Communists unless the President intervenes.

Dean Acheson, we are told, enormously enjoys being Secretary of State. That's fine—but it's time he earned the pleasure of office by coming to grips with one or two tough problems, such as Communism in Asia.

SPEAKING OF NEWS

Last week the U.S. public was misled and insulted by a disgraceful abuse of the news. We refer to the latest scare over atomic security, involving charges that during the war years of 1943 and 1944 Henry A. Wallace and the late Harry Hopkins forced other officials to give the Soviet Union atomic information, atomic materials and secret equipment that it should not have received. A House subcommittee has examined the charges and indicated that they were not worthy of belief. Yet the affair persists in the news, with the promise of more investigations, more headlines, more radio alarms, all adding to the huge burden of unease that at best troubles the world nowadays.

The story behind this episode should give pause to every publisher, news editor and radio executive in the land. It begins with George Racey Jordan, a former Air Force officer who claims to have evidence that there was a nefarious flow of secret equipment and information to the Russians through the Great Falls, Mont. air base, where Jordan was stationed for a time. On Nov. 16, 16 days before the public heard of him, Jordan came to the New York office of LIFE with his story. Our domestic news editor, our science editor and one of our best reporters, a man with long experience in military and security matters, heard the story and carefully examined the "evidence" offered in support. LIFE's editors and reporter found that Jordan did not substantiate his story. We came to the same conclusion that Congressman Burr P. Harrison of Virginia reached after hearing the charges and counterevidence in open hearings. Jordan's story was "inherently incredible." This is not recounted boastfully. Our point is that no reporter worth his salt and blessed with any discretion in the matter could have taken the charges seriously on the basis of what Jordan told and showed LIFE.

But Jordan and his charges were taken seriously. Fulton Lewis Jr., a commentator for the Mutual network, put Jordan on the air and added some charges of his own. This is not surprising. Fulton Lewis Jr. is just the man to do just that. We wouldn't like to share the responsibility for his radio existence which is borne by the Mutual network, the 314 stations which carry his broadcasts, and the 475 local sponsors who pay him handsome sums.

The Lewis broadcasts made Jordan and his charges "news." A House subcommittee, summoning Jordan to testify, made the news a "must." From that point on, Fulton Lewis Jr. was of no importance. Reporters, editors, radiomen were caught in the toils of their own news processes. To their great discredit a few of those involved continued to pump up the story after its original elements had been disproved. But mostly the press just went along, reporting what was said and what was done—"the news." Even the more responsible press became a mindless automaton, bereft of discretion and adding willy-nilly to the national alarms.

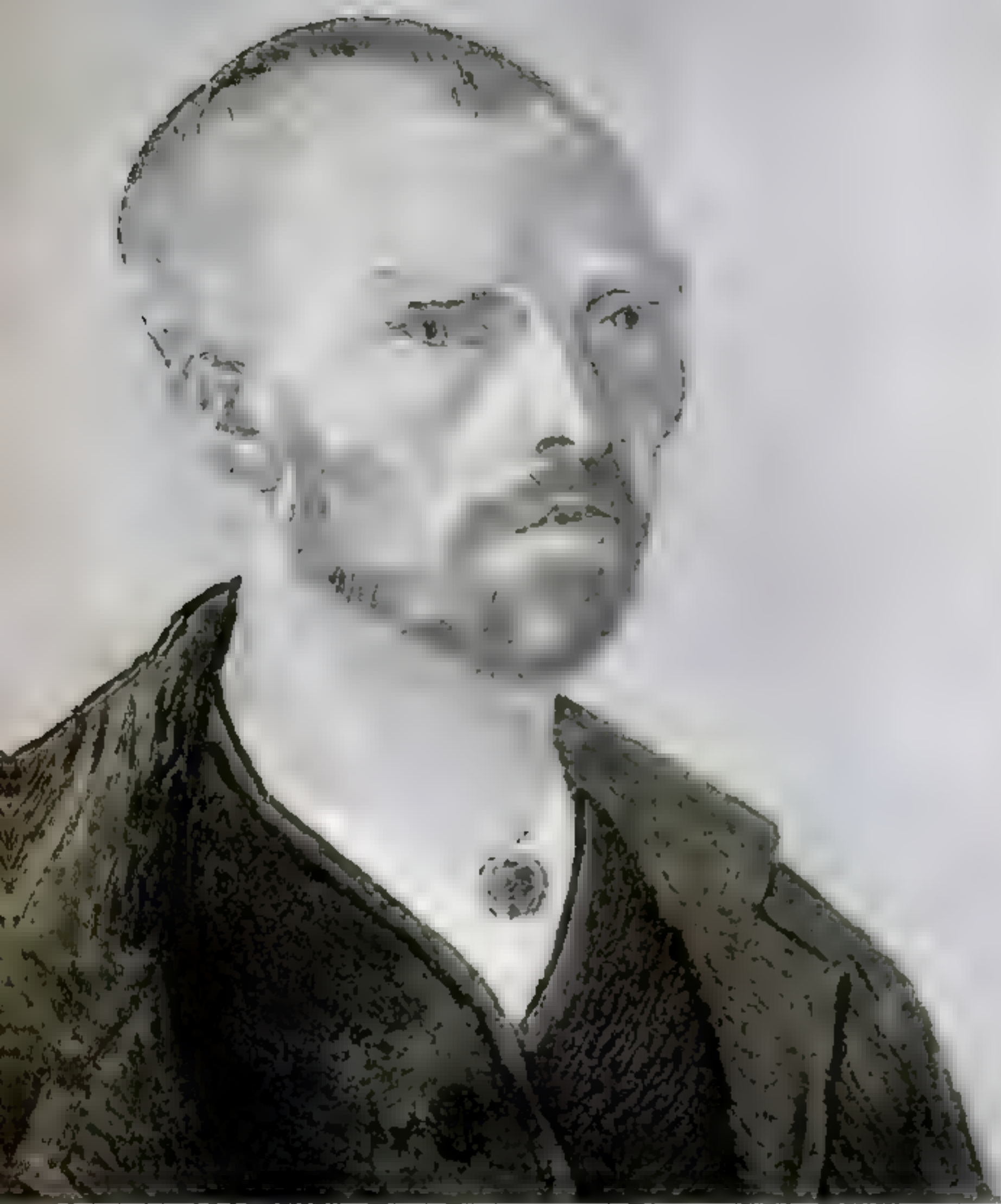
Here is a problem for all the press, not excluding LIFE. How to use the mind? How to exercise the duty and power of choice without "suppressing" or "distorting" the news? These are hard questions that nobody has completely answered. All concerned in press and radio will do well to ponder the problem, and in particular to re-examine a system which all too often allows no pause for reflection and examination, once an event or an allegation has taken on the compelling quality of "news."

As for Fulton Lewis Jr., the broadcasters and sponsors who bring him and others of his breed to the millions might get together and have a little talk of their own. They have a lot to answer for.

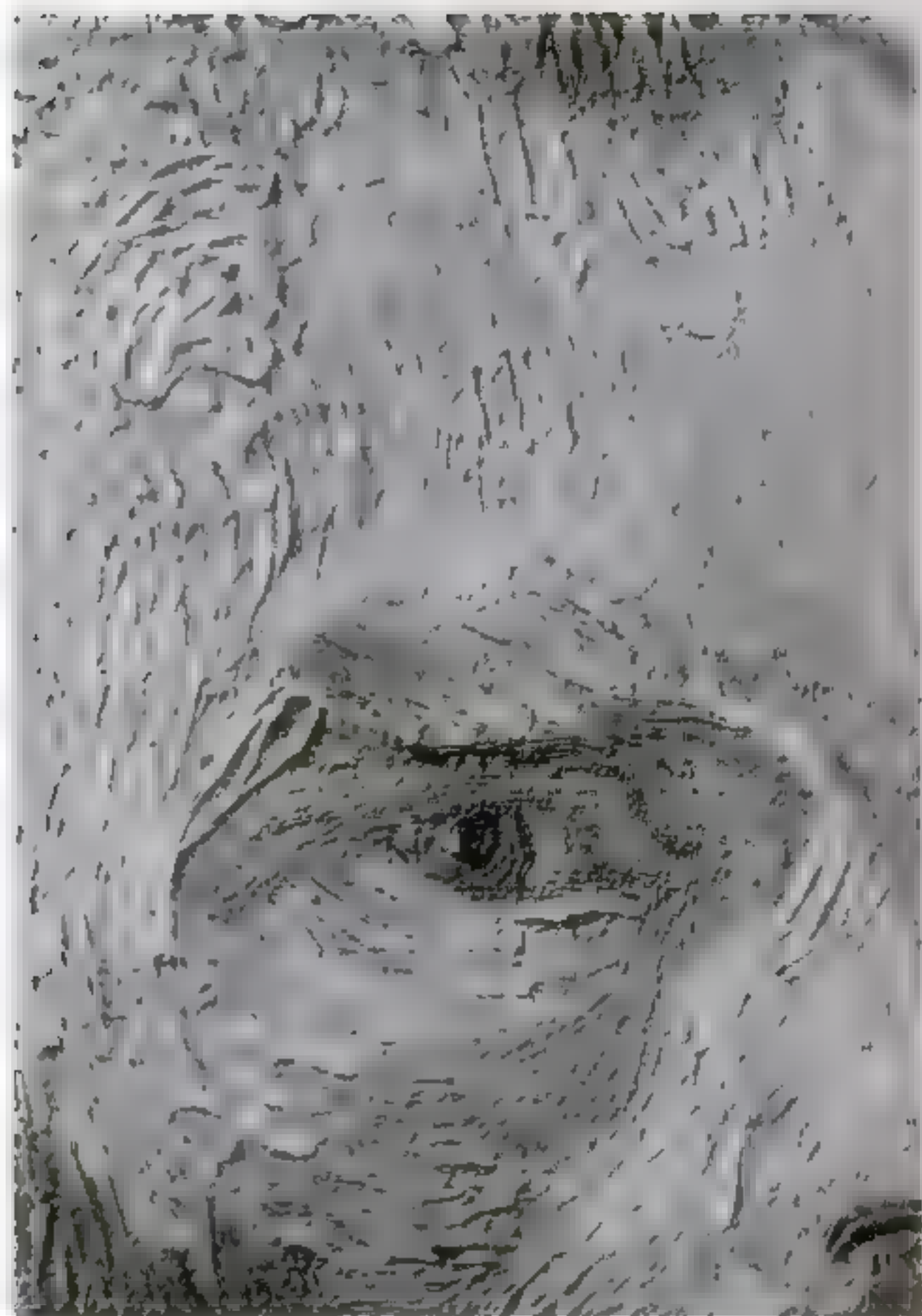


SANTA'S HIGH-WIRE ACT

In Fort Lauderdale, Fla. last week Santa Claus Robert Niles, professional parachutist, got tangled up in a power line and dangled 15 feet in the air, waving "Merry Christmas" to waiting children. They were relieved when he was cut down but convinced that Santa Clauses should stick to old-fashioned reindeer.



AUTHENTIC SELF-PORTRAIT OWNED BY MAURICE WERTHEIM IS VALUED AT MORE THAN \$100,000



DETAIL OF PICTURE AT LEFT SHOWS FIRM, CONTOURED BRUSH STROKES

THE VAN GOGH

Expert and dealer turn up new portrait but

"Somebody," announced an art dealer named Reeves Lewenthal last week. "is going to get sued." The authenticity of a Van Gogh painting he had sold had just been seriously questioned, a huge Van Gogh exhibition at New York's Metropolitan Museum (LIFE, Oct. 10) had almost been called off, a noted art expert had had his feelings hurt and things generally were in an awful mess.

It all started with a flat tire. Reeves Lewenthal got one, so he told the story, right outside a dingy little bistro near Paris in 1946. He went in to phone

a garage and have a bit of lunch and idly noticed some ill-lit, dusty paintings on the walls. He pulled out his cigaret lighter and inspected one of them by its flame. The thick paint, vigorous brush strokes and unusual colors leaped out at him—and he suddenly suspected that he had found an unknown Van Gogh.



THE DEALER, Lewenthal, "found" Van Gogh portrait.

There was plenty of evidence to back him up. The picture (top right, opposite page) was obviously a portrait of Van Gogh himself. It was signed by the artist and on its back were two nota-

tions. One said, in French, that the picture had been swapped by Van Gogh for some Japanese drawings—the second, much longer, traced the painting's own-



AN EXPERT, J. de la Faille, says the picture is by Van Gogh.

ership through the hands of a pastor to the unnamed uncle of an unknown man who once patronized an undesignated restaurant. In order to be sure, Lewenthal called in the great Dutch Van Gogh expert, Dr. Jacob de la Faille, who was the author of five scholarly books about the artist, had founded two museums in his honor and had been decorated by Czechoslovakia, Belgium and Yugoslavia for his work. De la Faille flatly declared the picture authentic. "Consider this picture," he added, "among the most remarkable ones by Vincent van Gogh." Thus fortified, Lewenthal bought the painting for a fraction of its supposed worth.

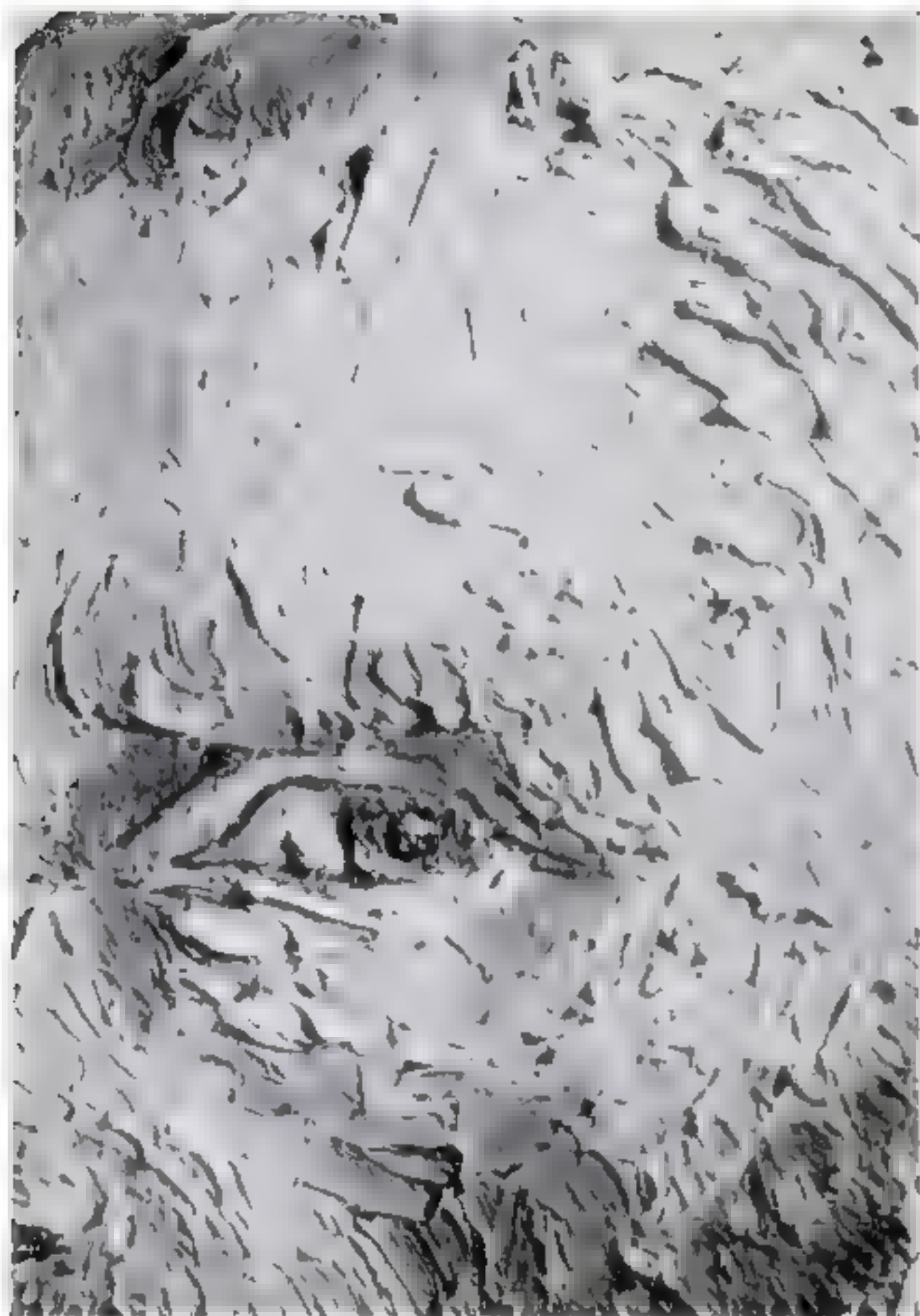
The next step was to get the picture out of the country. The French are reluctant to let their national treasures be sold abroad, and this seemed to be a priceless treasure indeed. Lewenthal has not told how he did it, but he got it out somehow. It took

him two long years. Last year he sold it to William Goetz, a wealthy Hollywood producer, for more than \$50,000. Then the fun began.

In the Netherlands, W. J. H. B. Sandberg, director of the Municipal Museum of Amsterdam, rumbled that he thought the painting was a fake. Then Vincent W. van Gogh, a nephew of the artist and owner of the largest collection of his works, muttered from Holland that, although he had not seen the picture, he doubted that it was a true Van Gogh. Thus, as it turned out, was an unwise thing for Van Gogh to have done—for he was planning to sail with his collection to New York to exhibit his uncle's pictures in the Metropolitan Museum. Then it occurred to him that a lawsuit might arise from his slur on the Goetz Van Gogh and that there was a danger that



THE JURY refuses to say that Van Gogh had anything to do with the picture. They are (left to right) Sheldon



DETAIL OF PICTURE AT RIGHT SHOWS HAPHAZARD, SLOPPY BRUSHWORK

MYSTERY CASE

an art jury refuses to certify it as genuine

his collection might be impounded if he took it to this country. He refused to come unless he was guaranteed immunity. For a while things were at an impasse. Then it was decided that if the principals agreed, the museum would select a jury of experts to examine the Goetz Van Gogh and the principals would abide by their decision. It was so agreed. Vincent Willem brought his pictures to the U.S.

Late in October the jury met in the museum. Two of them were outstanding art technicians, Sheldon Keck of the Brooklyn Museum and George Stout of the Worcester Art Museum. The two others, Alfred Barr Jr. of New York's Museum of Modern Art and James Plaut of the Institute of Contemporary Art in Boston, were modern art experts. They sat for 19 hours. They had the painting X-rayed, they

looked at the paint with microscopes and had it analyzed. They compared the brush strokes with 95 authentic Van Goghs hanging in the Metropolitan. They measured the painting, examined the stretcher, even counted the threads in the canvas. They checked the artist's signature with the New York police laboratory. They also delved in the most authoritative books—two of them by Dr. de la Faille himself—and came up with a verdict: "We are unwilling to accept it as an original work by Vincent van Gogh."

The jury made these points: the painting was of Van Gogh, bore a Van Gogh signature and certainly looked like Van Gogh—in fact it looked like a mirror image of another famous Van Gogh portrait (*top left, opposite*). The fabric seemed the right age and the work had his rough handling and strong color. However the brush strokes were untypical of Van Gogh; they left irregular ridges, rough pull-marks when the brush was lifted from the canvas, and were square at one end. Most of Van Gogh's works are unsigned. This one was signed and in addition had a

suspiciously large number of references to Van Gogh on it. It was also different in the density of paint, and the head was poorly modeled. Most of all, the picture didn't "feel" like a Van Gogh.

Dr. de la Faille, who had authenticated it, took this hard. The jury's conclusions, he said, were "supported by the weakest, and in some cases, most irrelevant sort of reasons." Van Gogh was a notorious experimenter, a fact which could explain differences in concept and technique. And if any copyist set out to forge a Van Gogh, why would he sign Van Gogh's signature, add a Japanese head, use a special lighting effect and, in short, try to make it as unlike an ordinary Van Gogh as possible?

The dealer, Lowenthal, who has offered to reimburse Goetz, was even angrier, called the report "weak and garbled." He has now abandoned his story about the flat tire and the little bistrot but has not said where he did get the painting. It now appears that the picture was not unknown at all but has, in fact, been knocking about from dealer to dealer for years.



DOUBTFUL VAN GOGH "STUDY BY CANDLELIGHT" COST MORE THAN \$50,000, MAY BE WORTHLESS



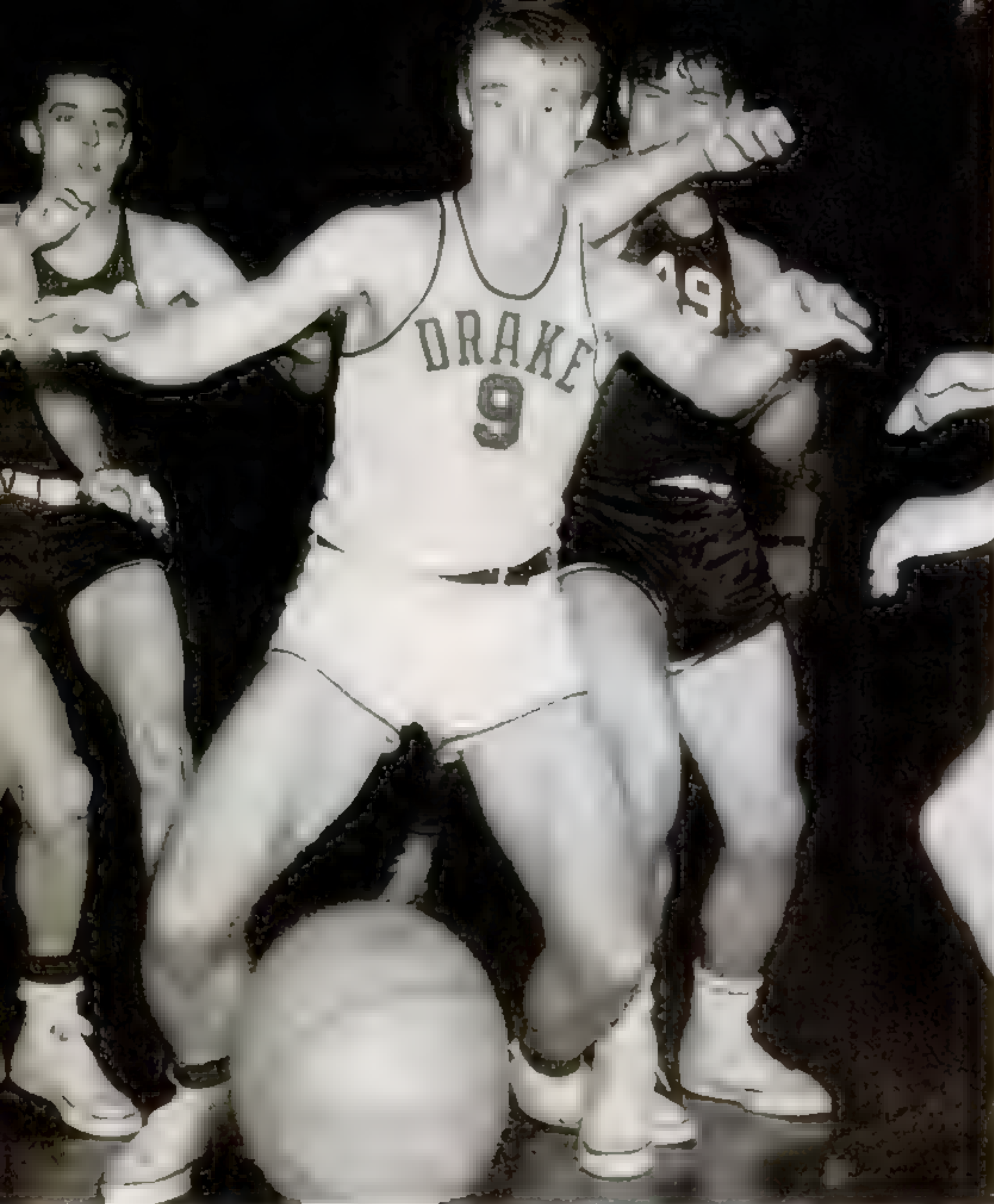
THE NEPHEW, V. W. van Gogh, says uncle didn't paint it.



Keck, James Plaut, George Stout and Alfred Barr Jr. All are art experts but none of them specializes in Van Gogh.



THE OWNER, W. Goetz, has not said what he plans to do.

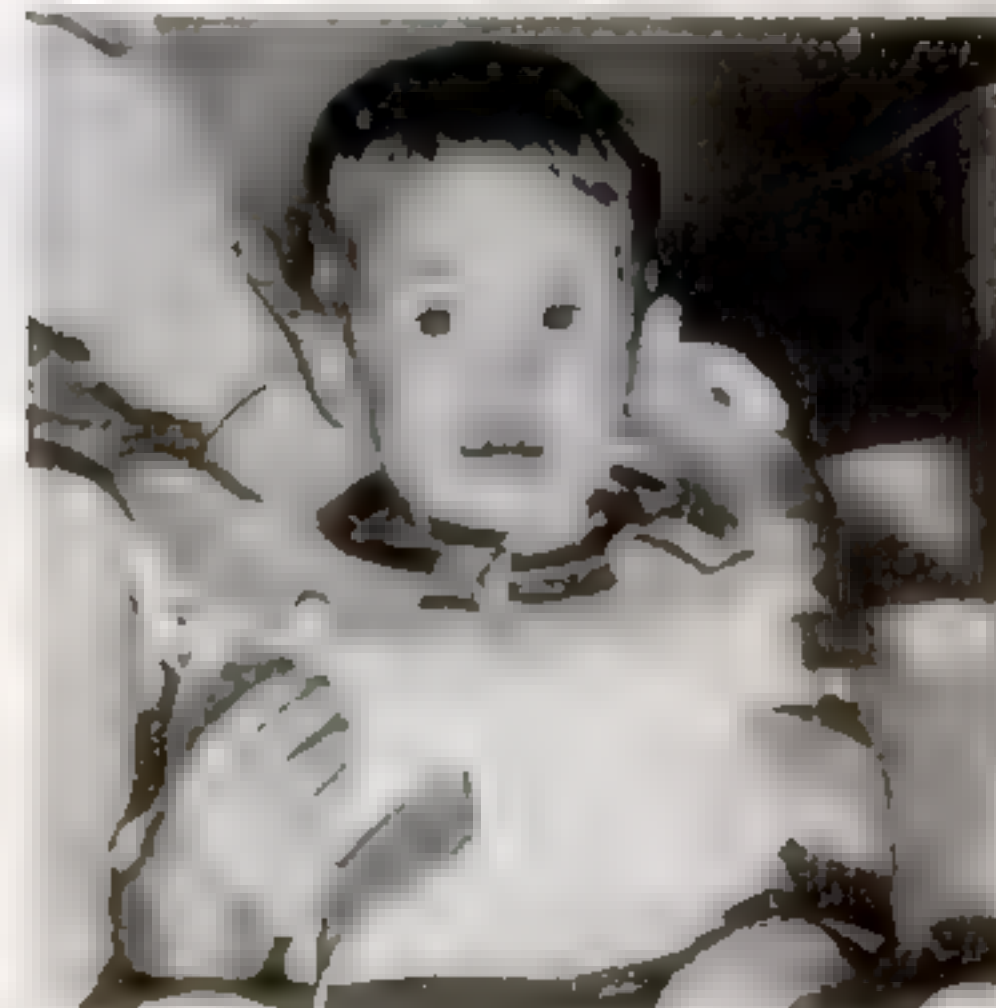


PLAY STOPPER Photographer Jovis Baldwin got this picture of player's face as he felt shock and ball dis-

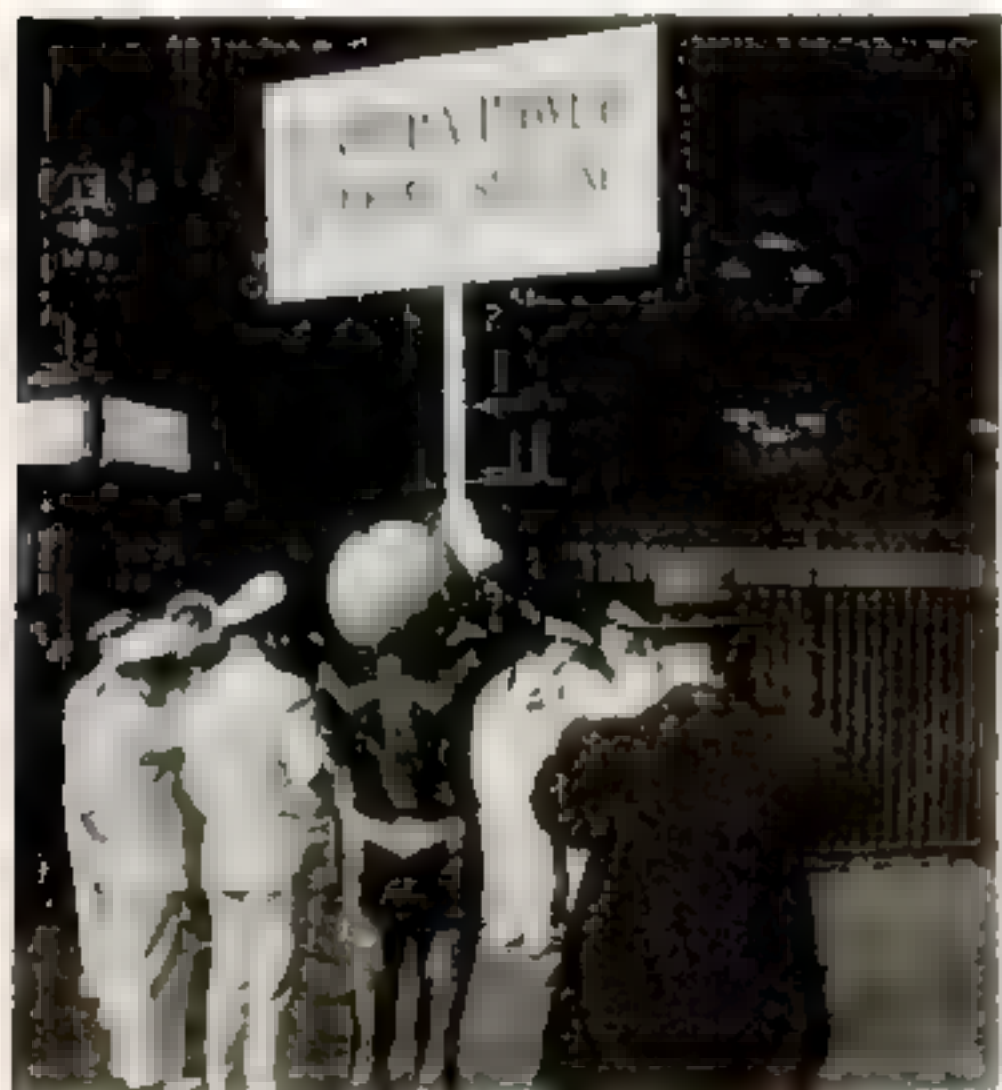
integrated into oblate spheroid at moment when Kirksville (Mo.) teacher's forward slapped the ball away from a Drake guard while tramping on his instep.



TIGHT SHIRT President Truman, on left, in Key West, Fla., Jan. 4/7, despite his 170 pounds. But last week he was



TIGHT SEAT Philip Barrows, of Los Angeles, 1 1/2 years old, traveled last week to a bus, in size of his seat, as a reward.



"REDDY KILOWATT" AND HOSTS WAIT IN NEW YORK



PRESIDENT HIGGINS TALKS TO AIDE IN RUBBER MASK



AT PHOSPHORUS PLANT BANKERS WATCH CHEMICAL

BANKERS AT WORK Of all the northerners who went to Florida during last week's cold wave, the 91 most fortunate were a group of bankers and investment men from such firms as Kidder, Peabody, Guaranty Trust, and Metropolitan Life. They had a private

train, stayed at Florida's best hotels, lounged on the beach beaches, were fed by Florida's best chefs and it cost them nothing. The check (\$50,000) was picked up by A. W. Higgins (seated above), president of the Florida Power Corp. Higgins hopes to build up Florida's west coast. But this would cost \$50 million.



laxed in a sport shirt with an elasticized hem (right). It was more comfortable but the contrast showed what a double-breasted suit can do for a man's figure.



slipped down around his neck (left). Doctors using grease, failed to pry it off, then called the fire department. Two firemen had to use a hacksaw to free him.



CHRISTMAS SHOPPER The most unusual — and politest — creature in New York's shopping rush last

week was Koko, a French poodle owned by Mrs. I. W. Magovern. Koko startled New Yorkers and Photographer Tom Frissell by unloading down Fifth Avenue



IGNITE WHEN RELEASED FROM CONTAINER INTO AIR



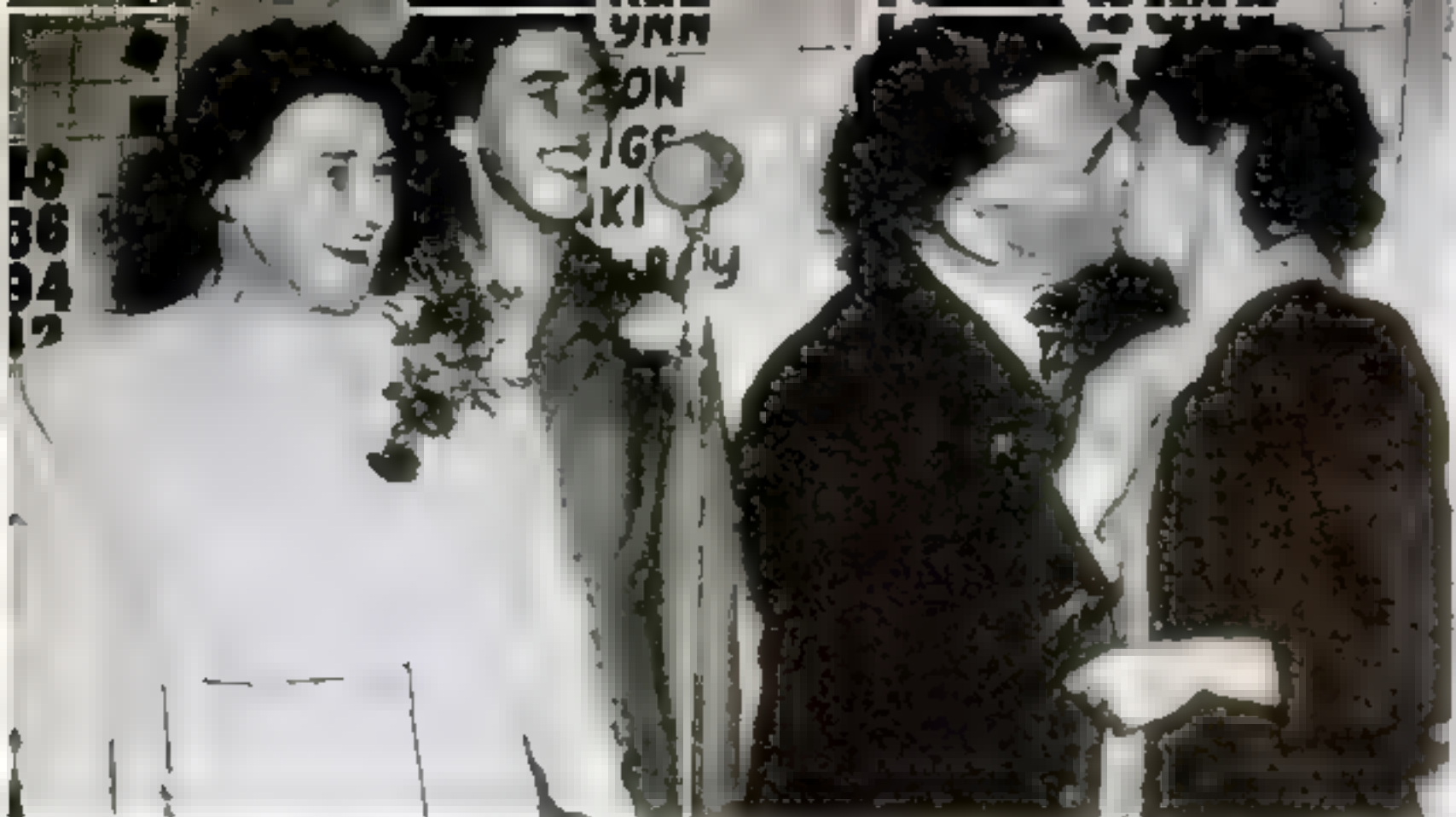
A POWER MAN WORE LONG UNDERWEAR IN NORTH



RIVAL POWER COMPANY BOSS ENTERTAINS BANKERS

Meanwhile risk capital is tight even in the best areas these days, and bankers still shudder at the boom-and-bust days of Florida in the '20s. So Higgins organized his "Banker's Tour" to show off the phosphorus and phosphate plants, citrus canneries and breeding farms—all proof of her solid prosperity. He even

allowed rival Florida Power and Light Company President McGregor Smith to get into Florida Power's act (above). Then Higgins sent his guests back to their wintry homes and hoped they would recall Florida more fondly when his expanding power company issued stock and bonds for its investment capital.



HOLLAND RECEIVES CONGRATULATIONS OF HIS WIFE (LEFT) AND DAUGHTERS



EX-PRIME MINISTER FRASER CONCEDES DEFEAT OF SOCIALIST GOVERNMENT

AS NEW ZEALAND GOES SO GOES AUSTRALIA

Voters "down under" reject socialism's curbs on individual liberty but retain program of social services

by O. S. HINTZ

Chief editorial writer, New Zealand "Herald"



HOLLAND

In throwing out the socialist Labor government which had held office for 14 years, New Zealanders have not opened the door to reaction but have reaffirmed their belief in the value of personal freedom and an increasing dislike of governmental regulation. New Zealand has always been progressive in its social thinking. It has had old-age pensions since 1898, female suffrage since 1893 and family allowances since 1926. The social security scheme instituted by the socialists is actually only a superstructure erected on the foundations of social legislation enacted over a period of 50 years. In the last half century, as a matter of fact, New Zealand has had only one government, between 1931 and 1935, that might be called reactionary.

The National party which won last month's election, while antisocialist, cannot even be termed conservative in the old-fashioned sense of the word. Compared to sections of British Conservatives and American Republicans, it is more than a trifle radical in its thinking.

What then is the meaning of the National party's victory? The meaning to New Zealanders is not that the welfare state, so recently discovered overseas but so long under construction in this small isolated British community, has been abandoned. It has merely been handed over to the party which gives promise of curbing its extravagances, simplifying and improving its administration and, above all, limiting its encroachment on the private life of the individual.

Social security with pensions and health benefits will continue even though it costs the average individual about \$70 a year. But governmental controls will be progressively relaxed. At present no one can buy or sell real estate except at prices fixed by a special court; retail prices are pegged at artificially low levels; imports and exports are strictly regulated. Abolition of controls will reduce the government's administrative expenses, the Nationalists argue, and thus make it possible to reduce taxes. It promises also lighter costs to industry by doing away with the necessity for so much form-filling and making costly forays to the capital to "bite the ear" of some politician or bureaucrat holding permissive authority. Relaxa-

Last week Australia followed the lead set by her sister dominion New Zealand on Nov. 30 and threw a socialist government out of office in an election whose crucial issue was the freedom of the individual vs. governmental control. Will the voters of Great Britain, now the only socialist-ruled country in the British Commonwealth, follow suit in the 1950 elections? One man with a good reputation for prophecy at the moment thinks so: Robert Gordon Menzies, Australian prime minister 1939-41 and now restored to office by last week's elections. On Dec. 1 he recalled that "the socialists were brought to power in New Zealand, Australia and Great Britain in that order"; in the New Zealand elections he found "a happy omen that they will go out in the same order." It is by no means inevitable that British Conservatives will follow their "down under" brethren to victory, but if there is a lesson for British Conservatives in these elections, it is that the welfare state is not necessarily

tion and eventual revocation of controls will also, National Leader Sidney Holland believes, inject a new spirit of freedom into the economy of the country and stimulate output. As an additional stimulus to production the Nationalists will offer incentive payments to industry and tax rebates on overtime earnings.

The National victory does not mean an attack on the legitimate rights and privileges of trade unions. Organized industrial labor is strong in New Zealand; the outcome of the elections means that to some extent the unions must have turned against the Labor party. Otherwise the Nationalists could not have secured 52% of the total vote.

How, in social-minded New Zealand, was this antisocialist victory gained? The decay of Labor during its 14-year rule was a major factor. In its declining years socialism gave New Zealand a dreary rule permeated with a "thou shalt not" attitude. Labor's ministers, grown old in office, formed cabinets of distinctly uneven quality. They could not hide the deepening division of the party into right and left wings. They failed to keep in close touch with public opinion and allowed the party organization outside Parliament to grow steadily weaker. The socialist prime minister, Peter Fraser, conducted a lugubrious campaign, talking wistfully of the past, apprehensively of the future. He was unable to create the confidence that Labor needed to revive itself. Fraser and his first lieutenant, Walter Nash, established, during the war years and since, a reputation in international councils

synonymous to voters with socialism. As Life Correspondent Robert Gilmore cabled, "The welfare state has not played a part in the campaign. Menzies promises on balance a welfare state that would go further than Labor's. For example, Menzies promises a weekly baby bonus on each baby starting with the first; the Labor government has been paying a bonus starting with the second baby. But Menzies' state will be on a strictly actuarial basis and will savor more of universal compulsory insurance." Menzies' postelection statement sums it up: "We take power," he said, "with a feeling of thankfulness for the deliverance of Australia from the growth of the all-powerful state."



MENZIES

of which most New Zealanders are fully and appreciatively aware. But at home they have been forced to speak and act more and more fearfully in holding the balance of power within their own party. Their party's stature has shrunk accordingly.

On the positive side the National party owed much of its success to its own merits. New Zealand is essentially a middle-class country, and the National party's strength is that it has developed in opposition essentially as a middle-class party. It reflects a fair cross section of New Zealand society—farmers and professional men, traders and former manual workers. Its leader, Sidney Holland, is almost a junior John Bull in a lounge suit, bluff, good-humored, even-tempered and manifestly sincere.

Throughout its campaign the National party kept to its simply stated program. From Holland down the Nationalists refused to be sidetracked, by astute Fraser or the hostile Federation of Labor, into detailed arguments divorced from the principal issues. Their program offered, in effect, a social policy divested of socialism. They told their story to a well-organized electorate because the party had succeeded in implanting in the minds of the people the ideal of personal freedom. Social and economic security was there in the background—but as a line of defense, not an ultimate objective. The National party invited the people of New Zealand to have confidence in themselves, and the people accepted the invitation.



"The soup most folks like best"

Household duties done . . . an afternoon of shopping ahead. But first, fortify yourself with a good lunch! Make some nice sandwiches and heat up a bowl of Campbell's 'Tomato Soup'. It's made from the world's finest tomatoes . . . table butter . . . a whisper of seasoning. Delicious, nourishing, and easy!

Campbell's TOMATO SOUP



TO A LADY
*... out of breath
and short of time!*

Such crowded days, so many things to do, this holiday season! Plan delicious, easy meals around the family's favorite soups!

Extra-nourishing...extra-good!

Here they come—small, hungry whirlwinds in snow suits and stocking caps! Just when you're busiest! No matter—spread some bread and give them each a bowl of Campbell's Green Pea Soup. Made from sweet, tender young peas . . . creamery butter . . . a touch of seasoning. It's high in food value . . . and oh, so good!

Campbell's GREEN PEA SOUP



A hearty, "square-meal" soup!

When you've been shopping, and your man is home almost before you are, give him a steaming bowl of Campbell's Vegetable-Beef Soup—and watch him smile! It's the real, old fashioned kind, made with rich beef stock . . . nourishing vegetables . . . and generous pieces of lean beef throughout. Quick, satisfying—and delicious!

Campbell's VEGETABLE-BEEF SOUP





*So pure... So good...
So wholesome
for everyone!*



FOR HAPPY HOLIDAYS AT HOME!

The ***All-Family Drink!***

You like it...  *it likes you!*

BUY A CASE TODAY!



Once again it's time to make a bowl of **Merry Christmas!**

The ingredients: Here's all you need for the finest "Bowl of Merry Christmas" ever made—a Four Roses Egg nog.

Six eggs... 1 cup sugar... 1 pint cream... 1 pint milk... 1 oz. Jamaica Rum... 1 pint Four Roses... 1/2 tsp. grated nutmeg.

The procedure: Beat separately

yolks and whites of eggs. Add 1/2 cup sugar to yolks while beating. Add 1/4 cup sugar to whites after they have been beaten very stiff. Mix egg whites with yolks. Stir in cream and milk. Add the pint of Four Roses and the rum. Stir thoroughly. Serve very cold with grated nutmeg.

The delightful result: A bowlful (five

pints) of the fluffiest, grandest Egg nog ever ladled into a cup—thanks to the magnificent flavor of that matchless whiskey—Four Roses.

Fine Blended Whiskey—90.5 proof, 40% alc./vol. (80°), 60% grain neutral spirits.

Frankfort Distillers Corporation, N.Y.C.



Wouldn't you rather give (and get) **FOUR ROSES?**

A GAS MAIN BLOWS UP

Cameramen record fight against fire and water

All was quiet in Allentown, Pa. just after midnight on the morning of Dec. 2 when there was a booming explosion. Asphalt sailed into the air and the midtown section was illuminated by towering flames. A woman driving across the intersection of Eighth and Liberty Streets found her car propelled against a fire-alarm box, automatically turning in the alarm. As a result the firemen were on the scene in two minutes and so were two Allentown *Call-Chronicle* photographers who were able to document the episode from beginning to end. The firemen had water as well as fire to contend with. Both the 3-inch gas pipe and the 6-inch water main were broken, and the water dug craters, while the burning gas sent new gushers of flame into the sky. For four hours they fought it before they could finally get it under control. Later, trying to determine what had happened, gas-company officials said they thought one of their pipes, undermined by leaks from the water main, had sagged and broken. The escaping gas had been ignited (no one knows how) and blown up through the pavement. But the city water superintendent promptly answered that he thought the gas main had broken first, exploded, and broken the water main. Either way the result was \$50,000 worth of damage to the street and adjoining buildings.



FLARING IN THE NIGHT, the burning gas shoots into the air and lights up the whole block. The firemen soon found hoses useless, had to wait until the gas flow could be cut off.



SILHOUETTED AGAINST THE FLAMES, from which they are protected by streams of water poured onto the fire from both sides, firemen and a gas-company

crew try to close one of the water mains. Water from broken main was flooding underground and digging holes in the street, which promptly filled up with burning gas.



Christmas in the air...
makes you think of

Wrisley
SPRUCE

TOILETRIES FOR MEN

Cool, clean, brisk as a hike through the tall timber... Wrisley Spruce Toiletries. With a just-hewn fragrance that keeps Christmas, and your thoughtfulness, fresh in a man's mind. And with a gentle efficiency that makes smooth grooming easy as falling off a Yule log.



Spruce Shave Lotion,
Shave Bowl, and
After-Shave Talc...
handsomely gift packaged.

\$3 plus tax



Spruce Shave
Lotion, individually packaged.

\$1 plus tax

Wrisley

AT YOUR FAVORITE TOILETRIES COUNTER



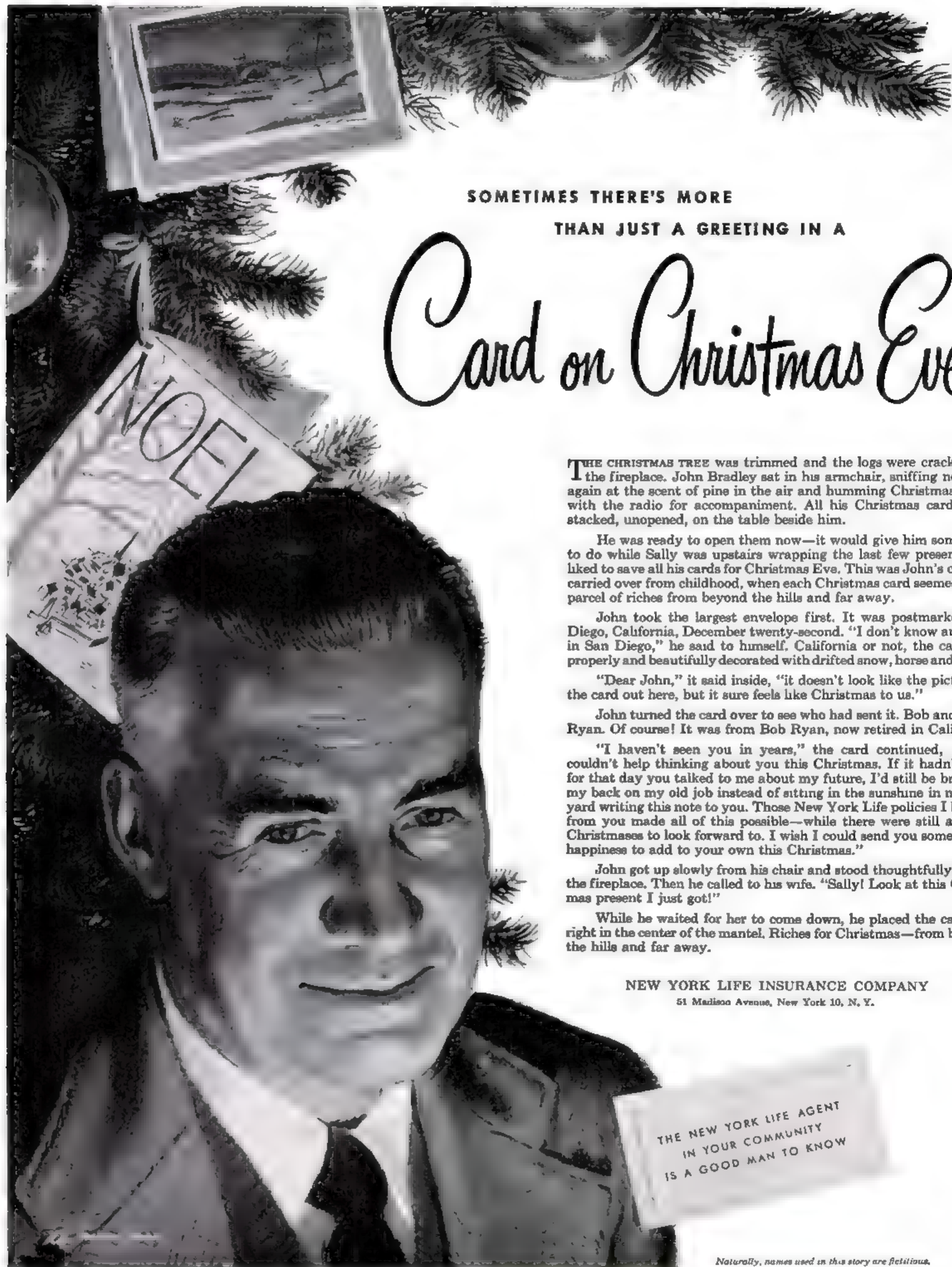
BURNING CRATERS form from cave-ins. Gas company decided against cutting off central supply because of limited area. So workmen dug to mains at safe distances from flames,

then cut holes into the pipes and inserted small rubber balloons which they inflated by mouth until the balloons filled the pipes, thereby cutting off the gas flow. This process took two hours.



BURNED-OUT CRATER is left after fire. Ground under the street was mostly of limestone, which was easily undermined. Resultant crater was half a block long, went nearly from

curb to curb. It will require 750 truckloads of fill. Buildings in the area were undermined. Some split up the seams. Residents were moved out of most of them until repairs could be made.



SOMETIMES THERE'S MORE

THAN JUST A GREETING IN A

Card on Christmas Eve

THE CHRISTMAS TREE was trimmed and the logs were crackling in the fireplace. John Bradley sat in his armchair, sniffing now and again at the scent of pine in the air and humming Christmas carols with the radio for accompaniment. All his Christmas cards were stacked, unopened, on the table beside him.

He was ready to open them now—it would give him something to do while Sally was upstairs wrapping the last few presents. He liked to save all his cards for Christmas Eve. This was John's custom, carried over from childhood, when each Christmas card seemed like a parcel of riches from beyond the hills and far away.

John took the largest envelope first. It was postmarked San Diego, California, December twenty-second. "I don't know anybody in San Diego," he said to himself. California or not, the card was properly and beautifully decorated with drifted snow, horse and sleigh.

"Dear John," it said inside, "it doesn't look like the picture on the card out here, but it sure feels like Christmas to us."

John turned the card over to see who had sent it. Bob and Mary Ryan. Of course! It was from Bob Ryan, now retired in California!

"I haven't seen you in years," the card continued, "but I couldn't help thinking about you this Christmas. If it hadn't been for that day you talked to me about my future, I'd still be breaking my back on my old job instead of sitting in the sunshine in my own yard writing this note to you. Those New York Life policies I bought from you made all of this possible—while there were still a lot of Christmases to look forward to. I wish I could send you some of our happiness to add to your own this Christmas."

John got up slowly from his chair and stood thoughtfully before the fireplace. Then he called to his wife. "Sally! Look at this Christmas present I just got!"

While he waited for her to come down, he placed the card upright in the center of the mantel. Riches for Christmas—from beyond the hills and far away.

NEW YORK LIFE INSURANCE COMPANY

51 Madison Avenue, New York 10, N. Y.

THE NEW YORK LIFE AGENT
IN YOUR COMMUNITY
IS A GOOD MAN TO KNOW

Naturally, names used in this story are fictitious.



RALPH BELLAMY—star of "Detective Story"



EZIO PINZA—hit of "South Pacific"



LOUIS BROMFIELD—novelist



NORMAN ROCKWELL—artist



Actual size

11 ounces of Youth!

For the man who likes to take a young man's care of his appearance . . . the world's most popular after-shave lotion in a strikingly handsome new gift bottle!



IN "LIFE" SEPT. 26 BLACKIE (RIGHT) APPEARED WITH KENNEL MATES

SEQUEL

MARVADEL BLACK GUM COMES THROUGH

A few months ago LIFE visited St. Louis' famed Deer Creek Kennels, and in describing its aristocratic black Labradors (*above*) referred to them as "the world's finest retrievers." This judgment was vindicated triumphantly at Westhampton Beach, N.Y. on Dec. 2, 3 and 4. There, in the National Championship Retriever Stake, Deer Creek's Marvadel Black Gum finally edged out another Labrador and a golden retriever for the championship. In winning, Blackie, a relative of the famed Shed of Arden, brought the fourth retriever championship in nine years to his proud owner and handler, Paul Bakewell III (*below*).



CHAMPION BLACKIE is shown at work in field (*top*) winning championship and (*below*) with Owner Paul Bakewell and the trophies of his victory.

Kodak
TRADE MARK



Keep Christmas in snapshots

More than ever, *this* Christmas will be a time for snapshots: now you can take them either indoors or out ... in black-and-white or in beautiful full color.

For indoor pictures, use a flash camera, or most *any* camera plus an inexpensive Kodak Photo Flasher. Now is a good time to get ready—with flash bulbs and an ample supply of Kodak Film ... Remember, the snapshots you'll want tomorrow, you must take today.

EASTMAN KODAK COMPANY, ROCHESTER 4, N. Y.

A Kodak Camera is the "wanted" gift, and so is Kodak Film

For black-and-white snapshots—
Kodak Verichrome Film

For full-color snapshots—
Kodacolor Film
(Daylight or Type A)

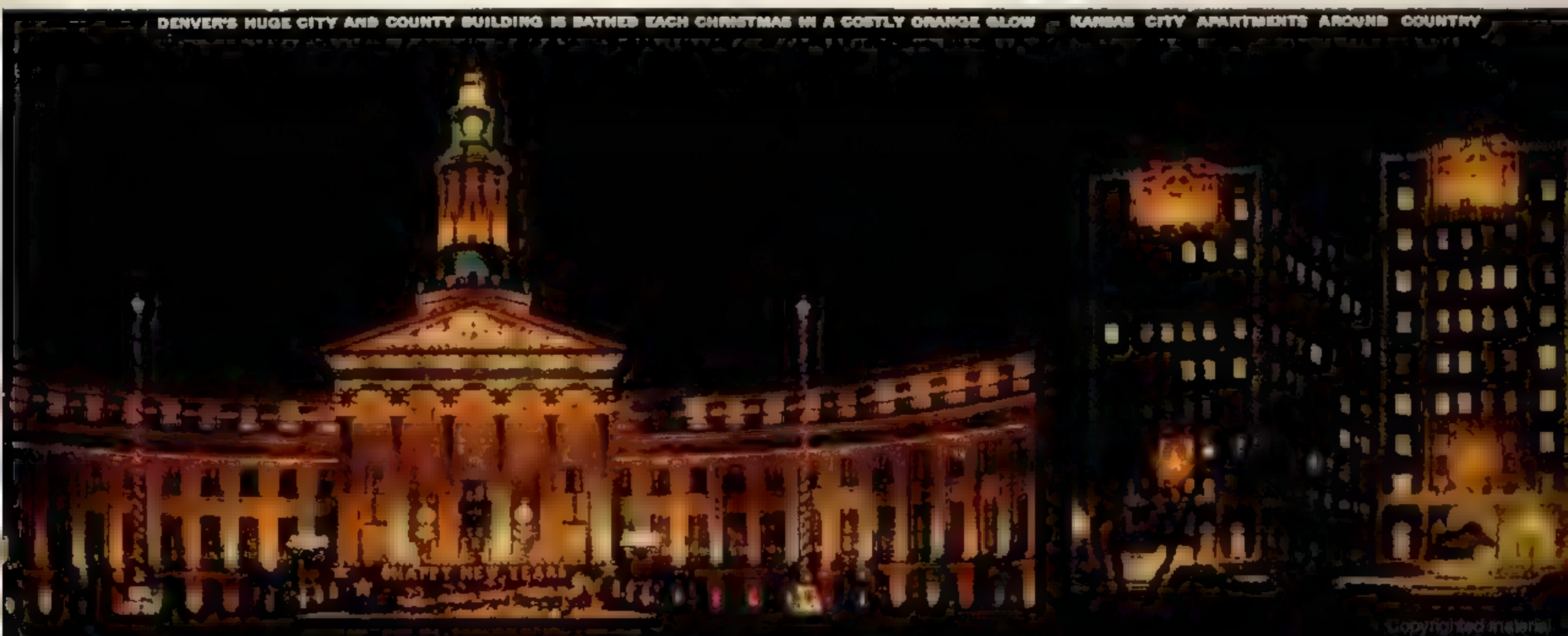




MOST ELABORATE OUTDOOR CHRISTMAS DECORATIONS IN KANSAS CITY ARE THOSE IN COUNTRY CLUB PLAZA, ITS HUGE RESIDENTIAL AND SHOPPING CENTER

Christmas Lights

EACH YEAR THEY BRIGHTEN THE YULE SEASON IN CITY AND HAMLET



DENVER'S HUGE CITY AND COUNTY BUILDING IS BATHED EACH CHRISTMAS IN A COSTLY ORANGE GLOW — KANSAS CITY APARTMENTS AROUND COUNTRY



AIRLINES ROUTE THEIR PLANES OVER SOUTH KANSAS CITY SO PASSENGERS CAN SEE THE DISPLAY WHICH TAKES THREE MONTHS TO PREPARE, COSTS \$16,000

Last week, as U. S. farmers got out their frozen glass trinkets and strings of tree lights, the streets outside were already bright with Christmas illumination. In small towns this often consists of a lone decorated tree in the square or a garland of red and green bulbs strung over the highway. But in larger cities they look spectacular forms—intricate, glittering displays like those shown in these pictures, which were taken last year. In Kansas City, for example (above), merchants each year thread a 10-acre expanse of the Country Club Plaza with 60 miles of wire carrying 20,000 colored bulbs (1,000 burn out each season and have to be replaced). During

the five weeks of display thousands of people pour in from neighboring states to admire the sight. New York's chief holiday attraction is a line of 30 big Christmas trees along Park Avenue. Chicago tops the street lamps along State Street with plaster reindeer festooned with harnesses of gold tinsel. In San Francisco firemen decorate their 40 fire houses and receive prizes for the most colorful. Altadena, Calif., lines a mile of Santa Rosa Avenue with brightly lighted cedar trees through which motorists drive with their lights out. The national result is a heart warming glow in metropolises or hamlets—and a whopping extra load for U. S. power companies.



CLUB PLAZA ARE ALSO PICKED OUT IN LIGHTS



CLEVELAND'S SHAKER SQUARE, PART OF WHICH APPEARS BELOW, HAS BEEN DECORATED FOR 18 YEARS

Good reason to cheer this Christmas

OLD TAYLOR can help you add new laurels to your holiday hospitality this year. For this smooth, rich bourbon of top-most choice is now available in a distinctively smart holiday gift package. Give OLD TAYLOR proudly because it will be served proudly. Serve it that way yourself too, because its name spells highest quality to those who know fine bourbon. See your dealer and insist on OLD TAYLOR —today.



Signed, Sealed and Delicious

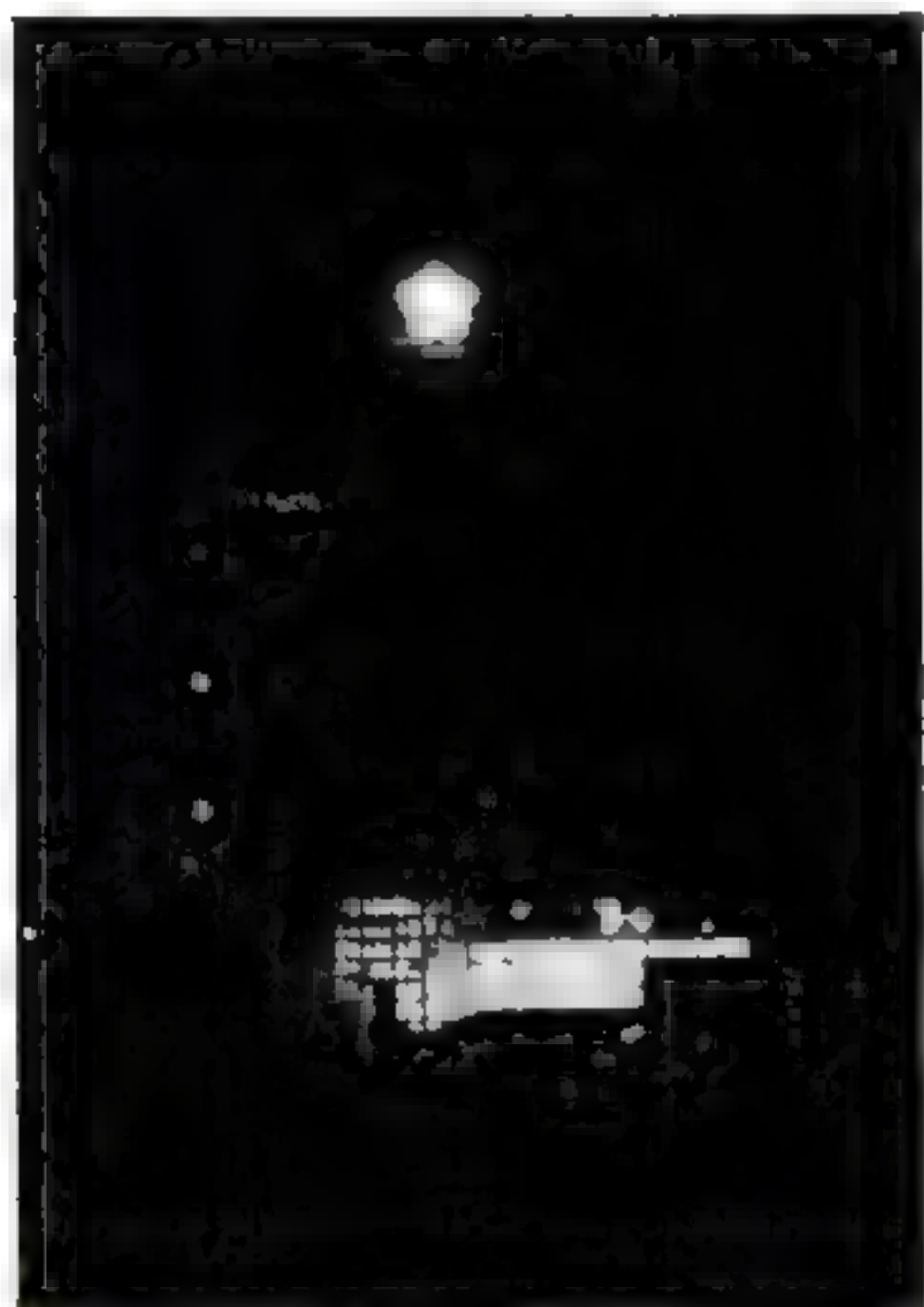
National Distillers Products Corporation, New York, N. Y.



100-FOOT STAR TOPS HILL BEHIND ROANOKE, VA.

DISPLAYS GET BIGGER YEARLY

As the years go by the Christmas trees get taller, store windows more elaborate (p. 45) and chamber of commerce displays more ambitious. Thus this year the merchants of Roanoke, Va. erected a permanent \$25,000 star which is visible for 40 miles and will also be lighted on other holidays. A group of Los Angeles businessmen set up a 110-foot white fir in Pershing Square (*right*) which they decorated with more than 3,500 ornaments and lights and topped off with a 10-foot star. They claimed it was the tallest Christmas tree in the U.S., but Bellingham, Wash. promptly erected one 150 feet high.



BY NIGHT Roanoke star shines brightly above city. It is made of 2,000 feet of red and white gas-filled tubing.

NINE-STORY TREE IS IN LOS ANGELES SQUARE →



Come on, everybody, let's all go
ON THE TOWN!



Three gay gobs go on a 24-hour shore leave...and it's a musical frolic from the Bronx to the Battery! They get taken in tow by a female taxi-driver...make havoc with a dinosaur in the museum...rock Radio City with laughs...raise the roof of the Empire State with song...and steal kisses in Central Park! They land back in Brooklyn Navy Yard...busted, exhausted but happy! It's wonderful fun, so come along...EVERYONE!

A GREAT M-G-M MUSICAL IN COLOR BY

TECHNICOLOR

GENE KELLY • FRANK SINATRA

BETTY GARRETT • ANN MILLER

On The Town

JULES MUNSHIN • VERA-ELLEN

**HEAR THESE
TOP-HIT TUNES!**

"New York, New York"
 "Miss Turnstiles"
 "Prehistoric Man"
 "Come Up To My Place"
 "Main Street"
 "You're Awful"
 "On The Town"
 "Count On Me"

Song Hits from
 "On The Town"
 available on
 M-G-M Records

Screen Play by Adolph Green and Betty Comden • Based Upon The Musical Play • Directed by GENE KELLY and STANLEY DONEN • Produced by ARTHUR FREED
 A METRO GOLDWYN-MAYER PICTURE



MADONNA ON FIFTH AVENUE is a 1949 decoration in a Lord & Taylor show window in New York. Lord & Taylor theme this year is Christmas lights,

and best window is shown here, fawns looking in church door at Madonna and Child bathed in candlelight. Display took three months to create, cost \$10,000.



Calling Grandma looks so simple!

AND it is simple, whether you're making a call or receiving one. But it takes just about the most complex mechanism imaginable to make your calls possible.

Whenever you pick up the telephone, millions of Western Electric-made parts in the Bell System network are ready to go to work—to carry your voice clearly across the street or across the nation, as you may choose. You can see it is essential that

all these parts work perfectly together. They do—and there's a good reason why they do:

- For 67 years Western Electric has been the manufacturing unit of the Bell System. This has enabled our people who *make* telephone equipment to work most closely with Bell scientists who *design* it and Bell telephone people who *operate* it. Result: the best telephone service on earth—getting better and more valuable to you all the time.



A UNIT OF THE BELL SYSTEM SINCE 1882



CANASTA is played with two standard decks of cards and four jokers. Each player is dealt 11 cards. The stock of undealt cards is placed face down in a tray in the center of the table, the top card turned over beside it. Players draw in turn from the stock, or pick up discard pile trying to get groups of three or more of a

kind. Groups of seven of a kind are called canastas, and before a player can go out he or his partner must have at least one canasta. Game is 1000 points, scored by "melding" (i.e. placing groups of three or more on the table). Bonuses for canastas and the point values of red threes, jokers, deuces and aces are shown above.



SCORING comes at end of hand when one player has one or more canastas and has succeeded in melding and discarding all his cards. He then has "gone out" and the hand stops. Cards on table count for you and cards left in your hand count against you as follows: kings through eights, 10 points each; sevens through fours,

5 points each; red threes and wild cards their allotted value (above). Black threes have special role (next page): can be melded only at end of hand instead of discarded; then are worth 3 each. In sample melds above: kings count 50 (30 for three kings, 20 for deuce); jacks 30, eights 40, sevens 60 (10 for two sevens, 50 for joker).

THE CANASTA CRAZE

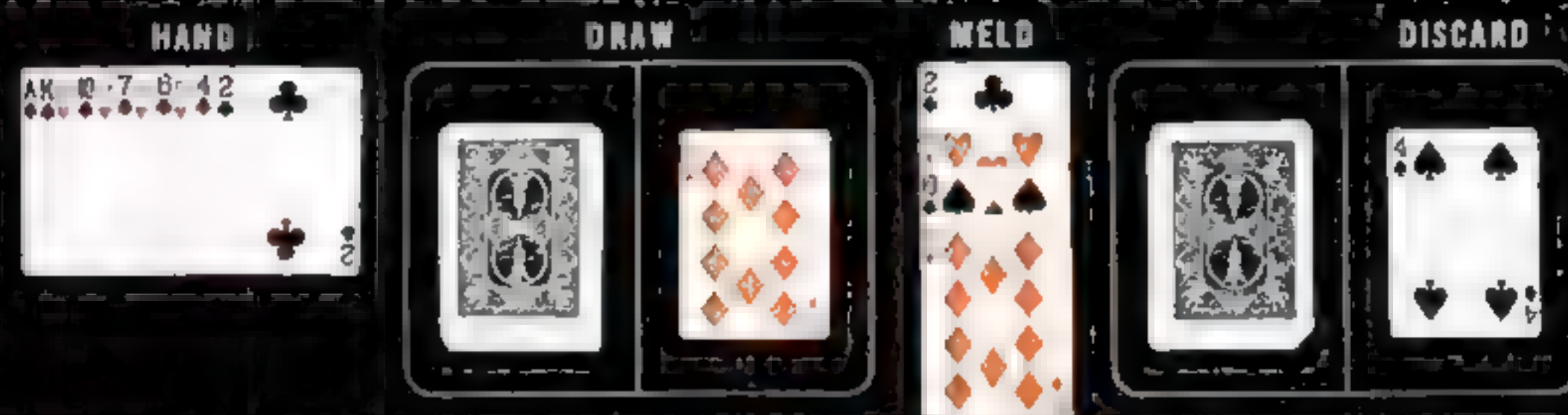
As card game reaches new heights, "Life" explains the essential rules for playing and scoring

Canasta, the latest U.S. card craze, is a new version of the old game of rummy, introduced just over a year ago from South America. This Christmas it is providing a sales avalanche of canasta sets, canasta trays and canasta books reminiscent of the great mah-jongg rage of the

'20s and a new lease on life for all the old gin rummy jokers.

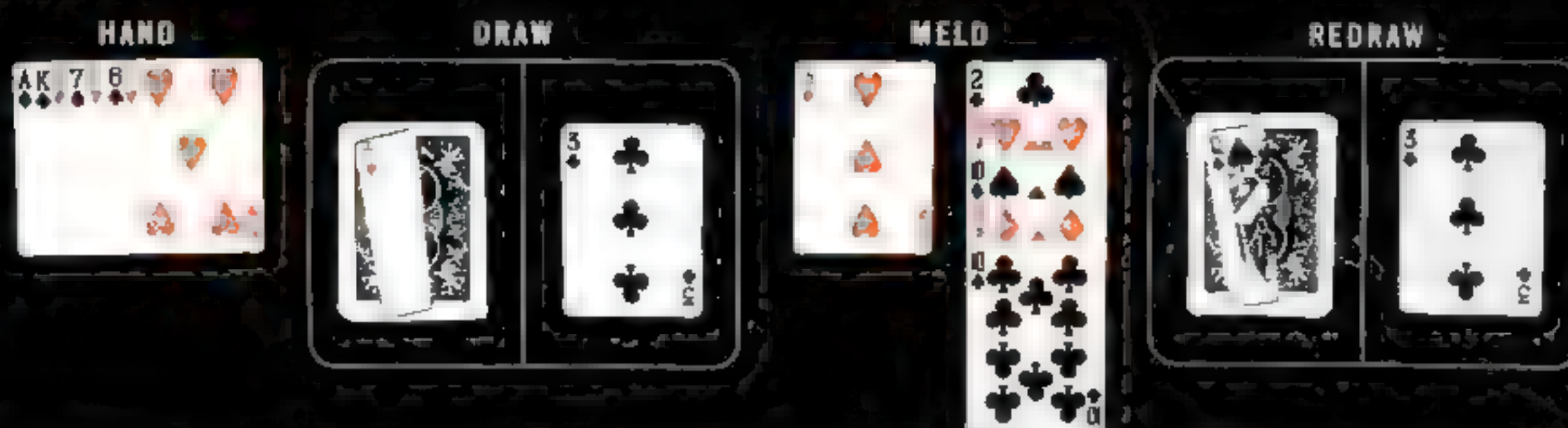
Canasta may be played by two to six people. The four-handed version, a partnership game, is explained here. Purpose of game is to draw cards in turn from pile in the center of the

table) to match up cards in hand into threes and fours of a kind up to sevens and eights of a kind until there are no more unmatched cards in your hand and you have "gone out." Scoring details and the procedure in sample game are explained on this and the following page.



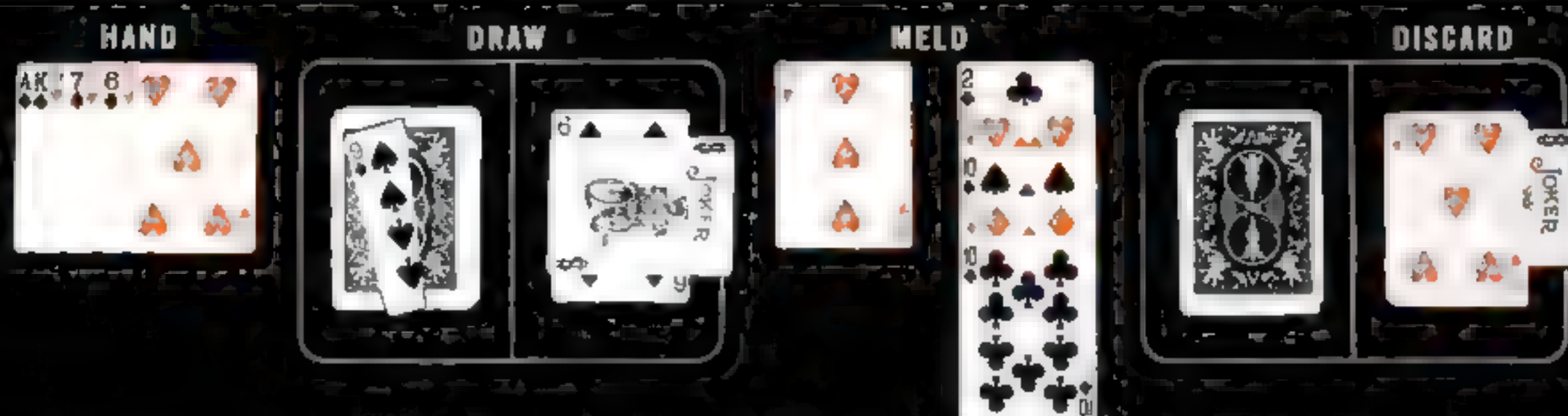
PLAY COMMENCES in this sample game as you pick up hand and arrange it in order, placing all pairs and threes together. Suits and sequences do not count. You are to left of dealer so you play first. You can either draw a card from stock or, if you can meld it, you may pick up the ten of diamond—which has been turned

over to start play. With two tens in your hand, you see that by picking up the diamond ten and using a wild card (two of clubs) you can meld four tens which count 30 points (20 for three tens, 10 for club deuce). Your first meld must be at least 30 points. After drawing and melding, you discard one card, the spade four.



ON YOUR NEXT TURN, opponent on your right has just discarded a three of clubs. All black threes are "stop" cards and if discarded force next player to draw from stock. Your draw is a red three, worth 100 points, and you must immediately place it on table (four red threes count 800). Penalty for not doing so is 500 points.

Tabling the red three entitles you to draw again. You draw a spade queen which does not improve your hand so you discard it (not shown). Meanwhile club ten has been added to your meld by your partner who always plays on your melds as you do on his to build up team score and improve chances of getting a canasta.



SEVERAL TURNS LATER your opponent uncorks another blocking maneuver. By this time there are a number of cards useful to you (such as the spade six) in the discard pile as he wants to prevent you from picking them up on your turn. So he discards a piker, laying it sideways in the tray. This is called "freezing."

the pack and forces all of the players to draw from stock if face down cards until one player on his regular turn is able to match the top card in the discard pile with a similar pair (not made of wild cards) in his hand. Drawing from the stock, you get a nine which gives you a pair so you keep it and discard a five of hearts.



PACK REMAINS FROZEN for several more turns until the opponent on your right reveals a sixth spade. It matches with the natural pair of sixes in your hand and enables you to unfreeze the pack and pick up all the discards (players picking up 13 cards must always take the entire pile). Among discards you find

tens and sevens which are useful to you and which your opponents thought safe to discard when pack remained frozen. You add the tens to your meld and now have a mixed *kanashi* of six tens and a deuce. (A *kanashi* must have four or more natural cards.) You also hold the seven—the sixes are a *kyaku*. You discard an ace.



YOUR HAND IS NOW REDUCED to a pair of nines and a king of clubs and you are ready to go out. Luckily you draw a nine, so you meld the nines, discard the king and the **LAST** is over. Your score is 690, computed as follows: 100 for going out, 100 for the red three, 300 bonus for mixed kanasta of tens plus 300 for

face value of cards in it, 65 for sixes, 15 for sevens, 30 for nines. To this total partner's melds are added, and from it cards left in his hand are deducted. Then cards are dealt again and play recommences. When the team score reaches 1,500, first meld must total 90 points, which score is 3,000; initial meld must be 120 points.

For gifts of good cheer 
it's **Glenmore** this year!



GIVE GLENMORE JUGS this year . . . their unique, attractively old-fashioned style, and what's inside, will rate many thanks. 4/5 Quart. 90 Proof.

THE GLENMORE DRUM package holds a fifth of America's finest whiskey. It's a natural for those you've missed on your Christmas list. 4/5 Quart. 90 Proof.

Designed by Glenmore Distilleries Company, Louisville, Kentucky

THE HOUSE WITH THE HOLIDAY SPIRIT

Do your Christmas

EASILY AND

The famous SAMPLER

Best-liked box of candy in the world. Tempting layers of superfine chocolates. 1 lb. \$2.00
2 lbs. 4.00



The popular FAIRHILL

Companion box to the famous Sampler. A choice selection of chocolates, with fruit, nut and cream centers.

1 lb. \$1.50
2 lbs. 3.00

The WONDER BOX

Ideal "stocking-fillers". Pure, gay candies in animal and other shapes—nursery-rhyme boxes. 39c each

WONDERPOPS

Childhood's delight. Delicious, pure candy pops, assorted—wrapped in gaily colored cellophane. 39c each

The ANTIQUE BOX

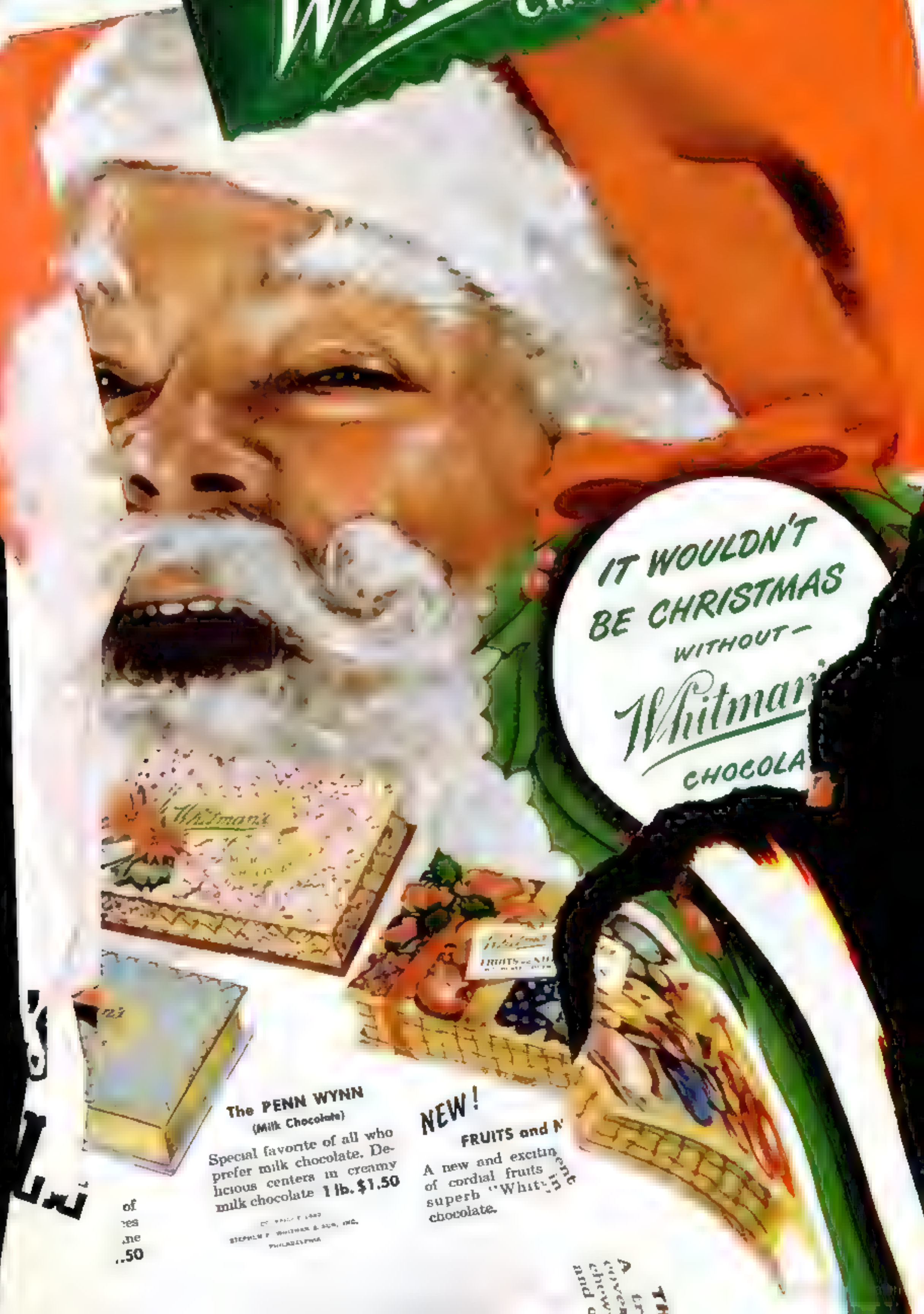
Rich chocolate assortment, including many novel pieces in Early American box 1 lb. \$1.50
2 lbs. 3.00

Shopping

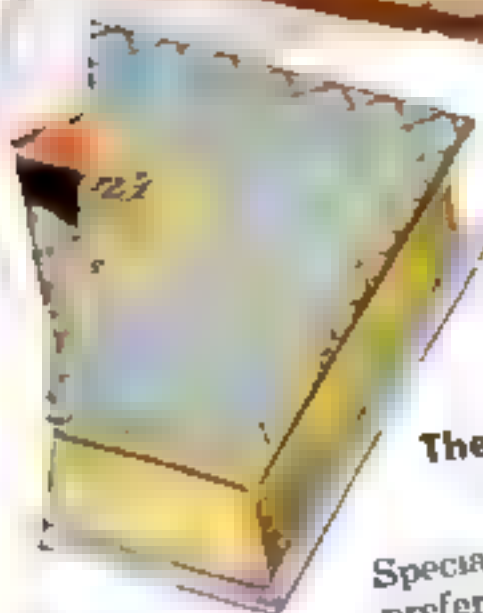
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PE



IT WOULDN'T
BE CHRISTMAS
WITHOUT -
Whitman's
CHOCOLATES



The PENN WYNN
(Milk Chocolate)

Special favorite of all who
prefer milk chocolate. De-
licious centers in creamy
milk chocolate 1 lb. \$1.50

OF WHITMAN'S
STEPHEN F. WHITMAN & SONS, INC.
PHILADELPHIA



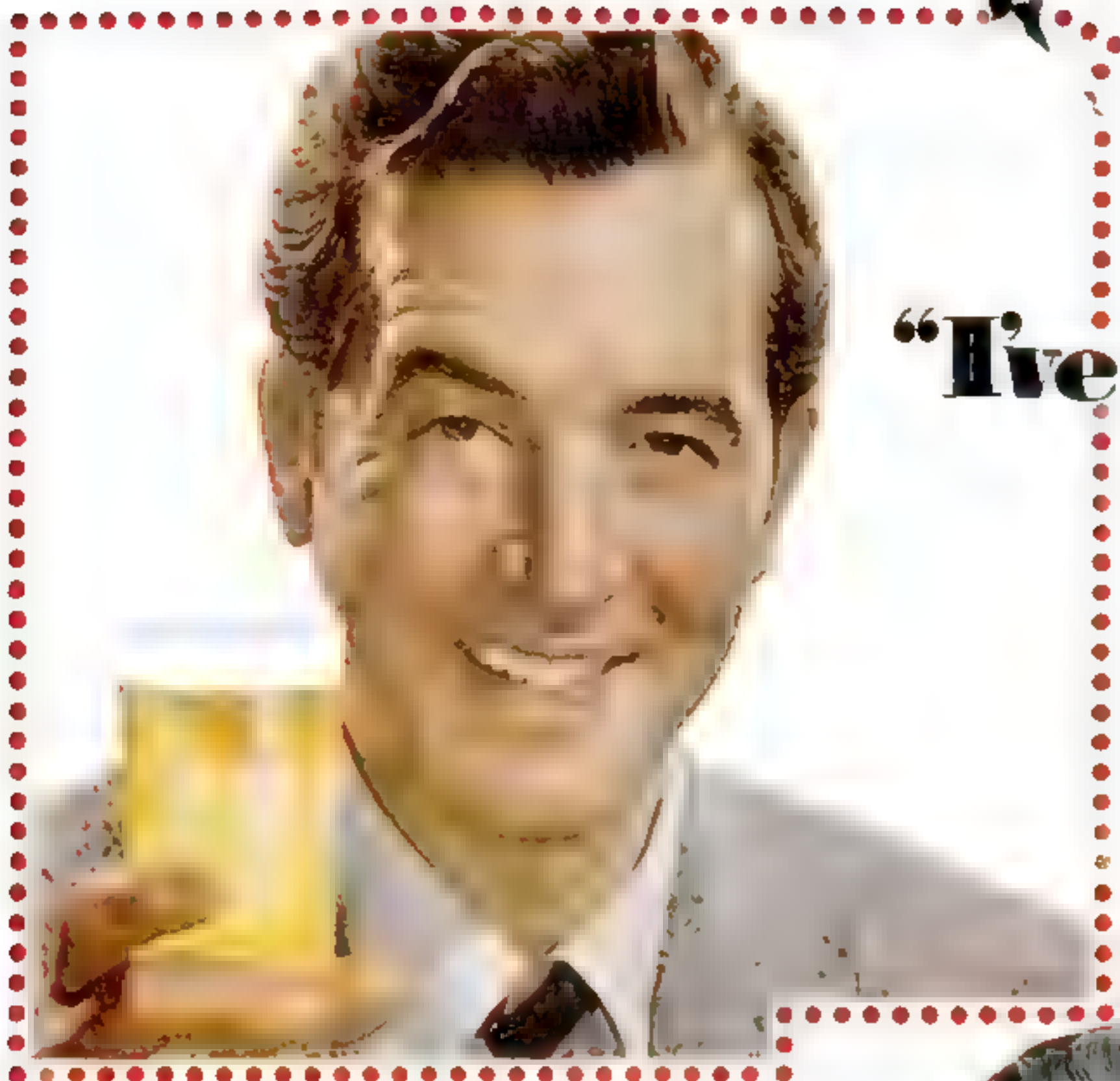
NEW!

FRUITS and N

A new and exciting
of cordial fruits
superb "Whitman's"
chocolate.

of
yes
the
50

At
every
corner
and a



"I've found out"

...th
its oding's has
vorth extra fresh
you from the fil.

Payne

WM PAYNE, starring in
tain China," the new
Thomas production—
mount Release

"I've found out, too"

"Of all the ale and beer I've ever tasted, Carling's is in a class by itself. For my money, it's America's Great Ale. What flavor—clear and bright and downright delicious! Have you found out about Carling's yet?"

Malloy

F. W. MALLOY
Bank Officer, Hempstead, L. I., N. Y.



CARLING'S

*Red
Cap*

CORPORATION OF AMERICA, Cleveland, Ohio

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Shopping

PERFECTLY with -

Whitman's
CHOCOLATES

IT WOULDN'T
BE CHRISTMAS
WITHOUT -
Whitman's
CHOCOLATES



The PRESTIGE Selection

A wonderfully varied choice of fine chocolates—dainty pieces certain to delight the feminine taste.

1 lb. \$1.50

The PENN WYNN
(Milk Chocolate)

Special favorite of all who prefer milk chocolate. Delicious centers in creamy milk chocolate. 1 lb. \$1.50

FOUNDED 1868
STEPHEN F. WHITMAN & SON, INC.,
PHILADELPHIA

NEW!

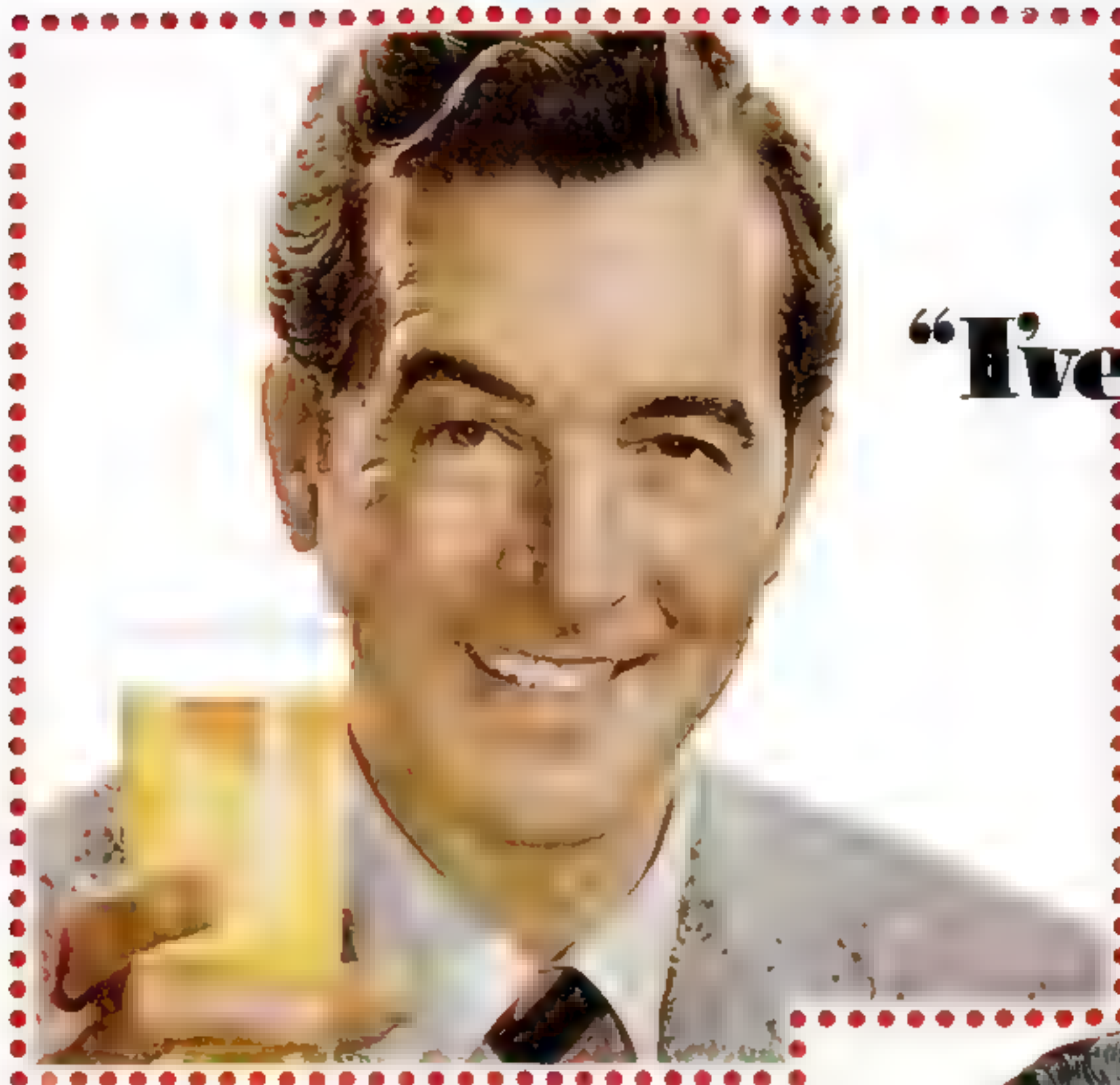
FRUITS and NUTS

A new and exciting assortment of cordial fruits and nutty superb "Whitman quality" chocolate. 1 lb. \$1.75

The PHILADELPHIA BOX

A treasure trove of chocolate-covered caramels, nuts, hard and chewy centers, nougats, fudge and creams. 1 lb. \$1.25

*All packages
Christmas-decorated*



"I've found out

... that Carling's has a character all its own—an extra freshness of flavor that wins you from the first sip."

John Payne

JOHN PAYNE, starring in "Captain China," the new Pine-Thomas production—a Paramount Release

"I've found out, too"

"Of all the ale and beer I've ever tasted, Carling's is in a class by itself. For my money, it's America's Great Ale. What flavor—clear and bright and downright delicious! Have you found out about Carling's yet?"

F. W. Malloy

F. W. MALLOY
Bank Official, Hempstead, L. I., N. Y.



CARLING'S
Red Cap **ALE**

BREWING CORPORATION OF AMERICA, Cleveland, Ohio

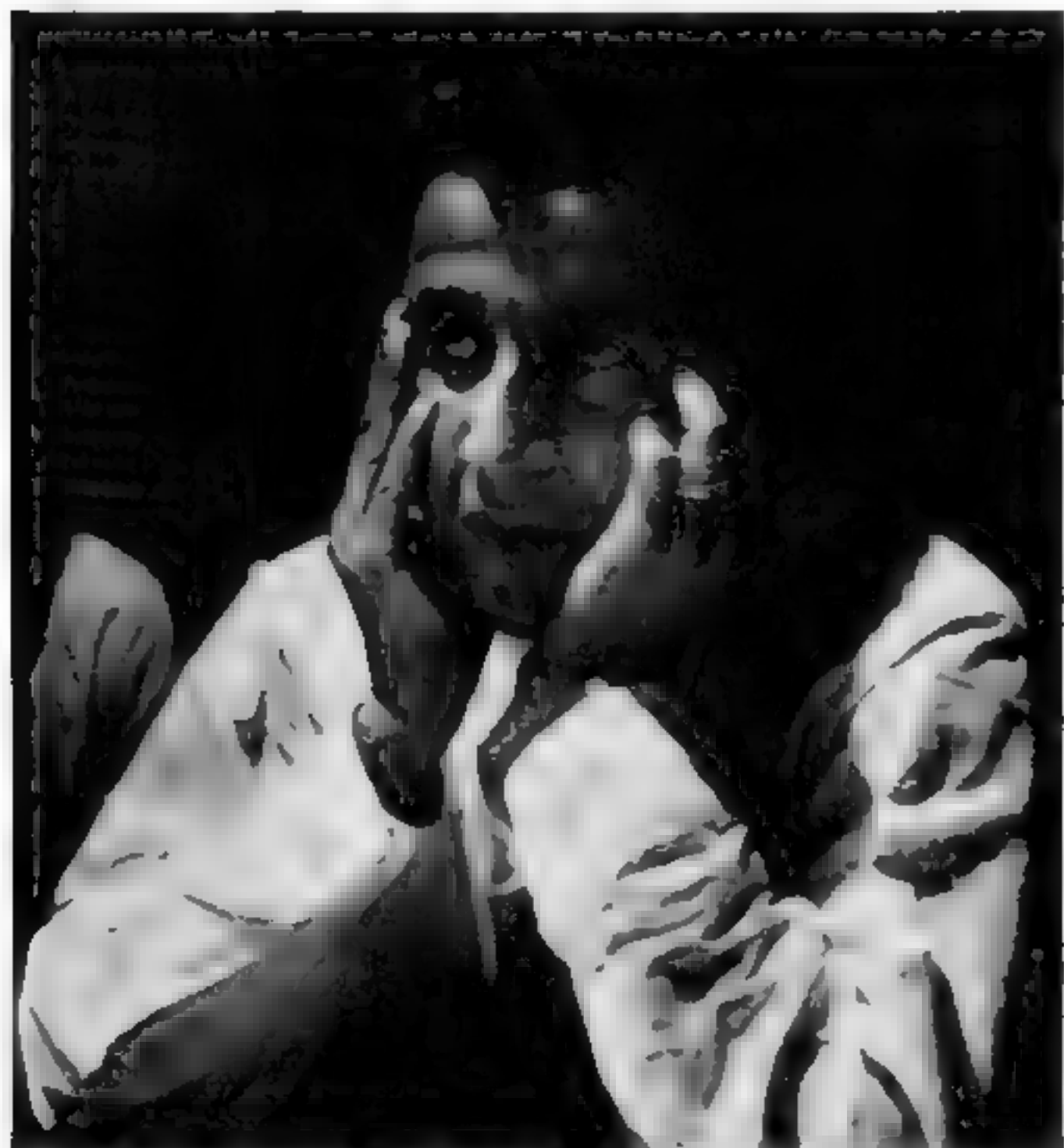


START OF MATCH finds Oswald Jacoby (center) scowling as his opponents pile up points. He put up \$10,000, Segura nothing, winnings to go to charity.

\$10,000 CANASTA GAME

Star bridge player takes on star tennis player

Quickest to latch onto the canasta boom have been the bridge experts, who are busily teaching canasta, giving lectures and publishing books. First in the field was Otilie Reilly, whose *Canasta* (Ives Washburn, Inc., \$1) is still the standard work. But the star player is Bridge Expert Oswald Jacoby who, in an effort to promote sales of his own book, *How To Win at Canasta* (Doubleday & Company, \$1), recently announced that he would play anybody for \$10,000. His open challenge was picked up by Tennis Player Francisco ("Pancho") Segura. In the early stages of the two-game match Pancho and his partner drew out in front, but the master soon cut them down to size and won in a walk. Jacoby's offer still holds, but he has pared the ante down to \$5,000.



BEATEN PANTHO holds head. He had U. N. interpreter for partner. Jacoby had bridge partner John Crawford. Match score: 5,180-3,195; 5,655-1,270.



"Best buys I've seen yet in Christmas gifts for men!"

(says Mr. Otto F. Hurst Secretary-Treasurer,
The Charles Co. Dept. Stores)

More for your money—that's TruVal! Gifts you're proud to give—happy to get. Premium fabrics with the soft, luxury feel that means long wear. Custom-type tailoring, styled to the minute. All this at prices lower than you'd believe possible. That's TruVal!

How does TruVal do it? New production methods—huge purchasing power—tremendous acceptance and sales. Can't beat that combination! See your neighborhood TruVal dealer now. Compare TruVal shirts, sportswear, jackets and pajamas for high value—at budget prices!

Martin Eagle Photo



Unretouched photo of TruVal sportshirts
Luana \$3.95...Nylon & Acetate \$5.95

(left) Rayon pullover.
Knitted waistband. Matching
cheststripe and collar.
Concealed pocket. Stitchless
collar with button loop.
Many color combinations.

(right) Nylon for strength,
acetate for comfort. Two
flap pockets, ocean pearl
buttons. Loop collar.
Variety of handsome pastel
shades and white.

At men's stores and department stores from coast to coast.
Write for name of nearest dealer.

More value per dollar than any shirt on earth!



TRUVAL

SHIRTS PAJAMAS SPORTSWEAR

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THREE PRETTY GIRLS IN LONG RED NIGHTIES SING LULLABY AT LUMBERJACK DINNER AFTER BIG PARADE



FLANNEL QUEEN is crowned by Governor Williams
(Mable Stebbins, Cedar Springs)

RED FLANNEL DAY

Michigan town turns out to play
in nighties and long underwear

Once every year when the winter gets chilly enough for winter woolies, Cedar Springs, Mich., gets stirred as to what to do. This is on Red Flannel Day, when every citizen dresses in red flannel (long underwear preferred) and sings, dances and parades through the streets to prove Cedar Springs (pop. 100) is indeed the "Red Flannel Capital of the World."

Cedar Springs got its strange title by accident in 1936 when a New York newspaper commented that red flannel underwear was becoming extinct. Cedar Springs retorted that it still had plenty of suits left over from lumberjack days and would gladly supply all comers. It has been doing so faithfully ever since with flannel brought from New England. This year's Red Flannel celebration was the proudest yet because now, for the first time, Cedar Springs was a red flannel factory of its own.



BY LIGHT OF RED FLARES THE RED FLANNEL QUEEN RIDES IN A SILVER FLOAT



THE QUEEN'S RED FLANNEL ATTENDANTS TAKE SHELTER IN RED FLANNEL CAFE



■ HIGH SPIRIT OF "RED FLANNEL DAY" ■ COMES WHEN A PHOTOGRAPHER IN UNDERWEAR TAKES A PICTURE OF SCHOOLCHILDREN WHO ARE ALL IN RED CLOTHING

What wonderful summery flavor!

No matter what your favorite variety of fruit might be — there's no better guarantee of satisfaction, *if not taste*, than a brand you know and trust for flavor.

That's why DEL MONTE remains the most popular brand of canned fruits and vegetables in the world.

Buy wisely! Buy for flavor! Buy

Del Monte

— the brand that puts flavor first

Peaches
Pineapple
Fruit Cocktail
Pears
Fruits for Salad
Apricots

Plums
Grapefruit
Stewed Prunes
Cherries
Figs
and others



What a big selection to choose from!



AT 11:11 A.M. NONUNION BRICKLAYER I. D. GINNWRIGHT (LEFT) IS READY WITH ORDINARY TROWEL TO RACE A MECHANICAL BRICKLAYER MANNED BY ROBERT COOK



AT 11:31 GINNWRIGHT HAS LAID 36 BRICKS TO 96 FOR COOK, WHO MORTARS THE BRICKS IN ROWS OF EIGHT, THEN UNCLAMPS JIG AND MOVES IT UP A NOTCH



AT 12:28 P.M. GINNWRIGHT HAS LAID ONLY 144 BRICKS TO COOK'S 300. UNION REFUSED TO LET ITS MEN TOUCH GADGET, EVEN FOR DEMONSTRATION PURPOSES

SPEEDY BRICKLAYER

A man builds wall twice as fast
in demonstration of new device

Members of the bricklayers union and prospective home builders have good cause to ponder the demonstration shown above, which took place recently at Montgomery, Ala. The man on the right, using a new invention called the Brick-Lay-R, is laying bricks twice as fast as the man on the left, who is using a hand trowel. Neither is a union bricklayer, but even a semi-killed operator can use the gadget to put down 1,800 bricks in an eight-hour day, while a union workman rarely lays more than

700. Invented by Paul Sommers and John Hodgson of Montgomery, the Brick-Lay-R is a simple jig which is clamped over the construction surface and filled by hand (*next page*). It has not entirely eliminated skill; for example, it cannot be used for fancy arch work. But Sommers hopes it will eventually cut brick-building labor costs by 60%. This is not likely to happen soon, however; the bricklayers union, impregnable in most of the U.S., has refused to have anything to do with the gadget.

FOR BEST RESULTS:
shave with **Barbasol**



"Just what I wanted
...a Barbasol face!"



No brush
No lather
No rub-in

Yes, whiskers come off fast when you use Barbasol. Its special ingredients wilt the toughest beard for really close, quick, easy shaves that last all day. They look good, they feel good—and Barbasol is good for the skin. It never removes natural oils, as soapy lathers do. In fact, Barbasol protects your face against winter wind and chapping. Try it!

Use it also for soothing relief of windburn, chapping, chafing, and itching



For perfect Xmas giving:

Giant Tube of Barbasol Shaving Cream
Large Size of Barbasol Lotion Deodorant
Large Size of Barbasol Skin Refresher

...only \$1.19, plus tax

Speedy Bricklayer CONTINUED



LAYER OF MORTAR which will be bedding for bricks is spread on in one quick motion after the jig has been clamped on top of the wall. This jig holds eight bricks, sells for \$49. Circular models are used for building silos and wells.



PLACING OF BRICKS is done by hand but it can be done quickly as all the operator has to do is press bricks between the guides that separate ends. Thus next layer of mortar fills spaces. Brick Lay-R has built-in levels for accuracy.



100 Proof • Bottled in Bond

Brown-Forman Distillers Corporation
At Louisville in Kentucky



Pinneys



FOR PARTIES Pinny is worn with bare arms, minute pearls. In sizes 3 to 6 it costs \$4, in 7 to 12 is \$5

LITTLE GIRLS NOW WEAR THEM IN A GROWNUP WAY

The *soignée* young lady helping herself to a lollipop at left has also helped herself to some ideas popular with her elders. She has dressed up for a party by baring her arms, like adults who measure formality by the amount of skin exposed. And her slippers, like all the smartest shoes seen at resorts, are

dyed to match a stripe in her Kate Greenaway Pinny (short for pinafore). Even the fabric, designed for adult beachwear, is used here for the first time in a child's dress. Other Pinneys come in bright Haitian colors that allow plenty of choice for size 3 individualists or uncles tired of traditional pink and blue.



← **BROAD STRIPES**, tone-on-tone West Indian prints by Everlast, are matched or contrasted by Capezio ballet slippers (\$5 in dyeable cotton, \$6.50 in colored kid).

FOR SCHOOL Pinny is worn over blouse or sweater. It can be used as a summer sun dress. Like original pinafores, it saves good clothes of mud-pie makers.

Give the



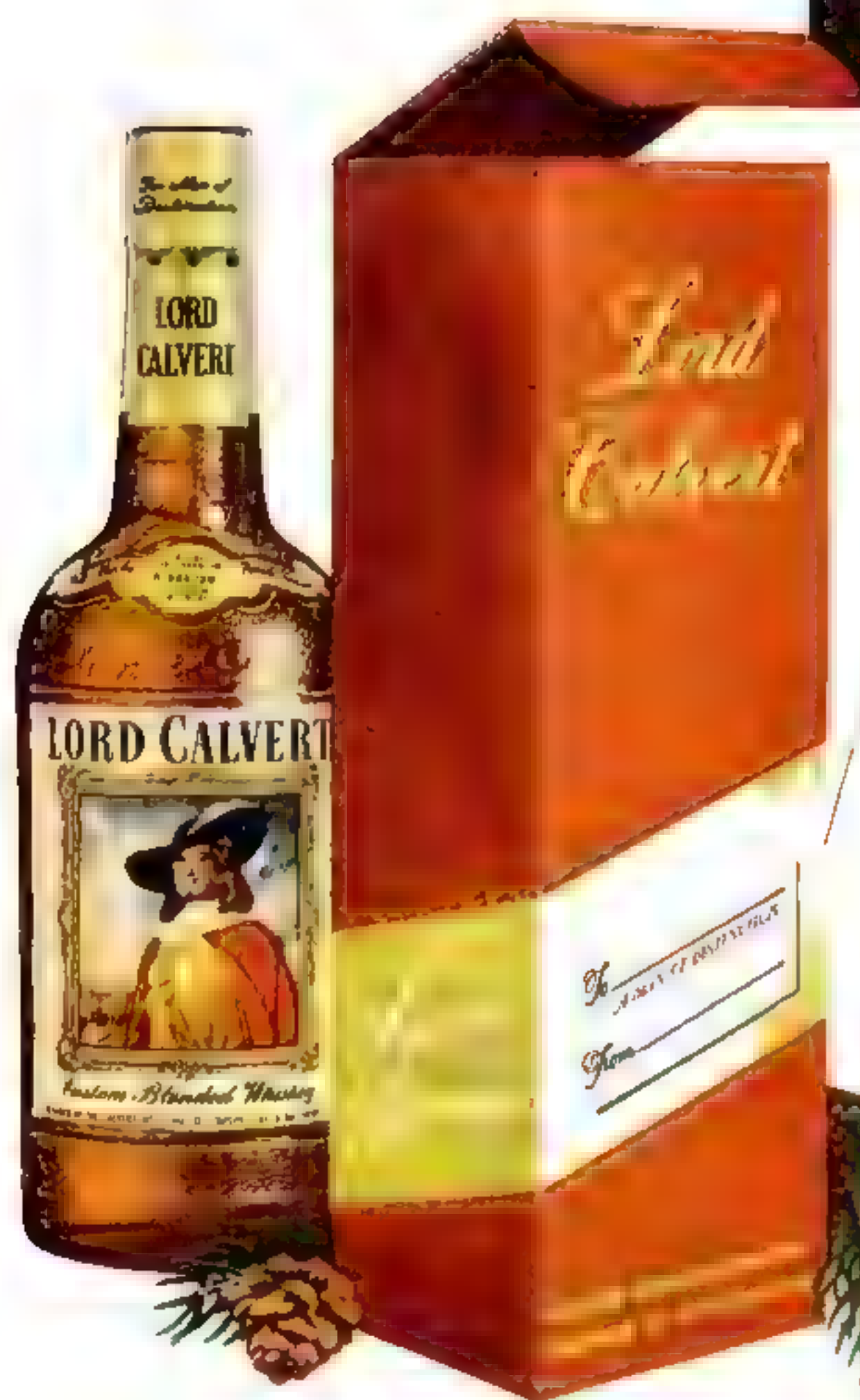
Gift of Distinction

To your Man of



Distinction

*...for the compliment
no other gift can pay*



LORD CALVERT

*Superbly packaged in this rich, soft velour-
finish Holiday carton — Lord Calvert,
truly the gift of distinction, is available
with your choice of three gift cards.*



PANTIES AND SLIP to wear with Pinnys are trimmed with ribbons and lace. The brief batiste panties (Style Undies, \$1.95) have a pocket in front for mad money and three rows of ruffles across the back. The balloon-cloth slip (Dreamtogs, \$3.95) has a circular skirt that makes a dress worn over it fuller.



COMBINATIONS of toys and clothes appear in several versions (cover). This one includes a cloth doll and little girl's pajamas, which can be kept in the doll's full skirt during the daytime. Together they sell for \$4.98, while the matching zipper-front percale housecoat (Youtheme, \$4.98) is sold separately.

CONTINUED ON NEXT PAGE

new! for the first time in your life
a shirt with a soft collar that
**won't
wrinkle
...ever**



Two new collar models! Wide-spread (above) and Regular-length (below)
Wide-spread CENTURY 200 (\$3.95); CENTURY 500 (\$1.95).



perspiration won't wilt it!
Imagine a shirt with a collar soft and comfortable as a fine linen handkerchief... yet neat, wrinkle-free all day long and longer—without starch or stays! It's the new Van Heusen CENTURY!



work won't wrinkle it!
Not fused, not stitched—this can't-be-copied collar is woven in one piece. Points refuse to—can't—curl up. Even the super-smooth fold line is woven in by a new exclusive, patented process.



laundering won't hurt it!
You can't even iron wrinkles into the new Van Heusen CENTURY. And no starch, less ironing means more comfort, longer wear. The Regular collar, above, is CENTURY 100 (\$3.95) or 400 (\$4.95).

the new **Century**
Van Heusen REG. U. S. PAT. & TM. OFF. shirts
"the world's smartest"

A new shirt free if your Van Heusen shrinks out of size! • Phillips-Jones Corp., New York 1, N. Y.
Makers of Van Heusen Shirts • Ties • Pajamas • Collars • Sport Shirts

The
**PERFECT
CHOICE**
for the
HOLIDAYS



Arrow
**BLACKBERRY FLAVORED
BRANDY**



Arrow Blackberry Flavored Brandy is one gift that is sure to receive a hearty welcome...just as it is a welcome treat anytime...anywhere. So delicious when served straight... in a highball ... or in a cocktail.

ARROW LIQUEURS CORPORATION, DETROIT 7, MICHIGAN • 70 PROOF



DONALD DUCK SLIPPERS are one of Walt Disney character series (Trim-foot, \$3.50). Pajamas are regimental striped flannel (Child's Health, \$2.95).



NIGHTGOWN being whirled by model (Terry Trix, \$3.95) is permanently pleated by process new this year even for adult lingerie, has a drawstring waist.

MICHELANGELO'S GREATEST MASTERPIECE IS REBORN

A Message from the Publisher of



Last May visitors to the venerable Sistine Chapel in Rome curiously watched a group of workmen erecting a complicated scaffold. High above it loomed the glorious ceiling frescoes that have been drawing pilgrims and art lovers to the Sistine for more than four centuries: Michelangelo's powerful interpretation of the story of Creation, his awesome portrayal of mortal man in relation to his God and the nature of God himself—frescoes which have been called "the greatest single-handed work of art that man has ever produced."

The scaffold was going up under the direction of Frank Lerner who was tackling one of the most difficult art assignments ever commissioned by LIFE: to photograph in color the 10,000 square feet of the chapel ceiling and the gigantic mural of the Last Judgment, so that this Christmas (Dec. 26 issue) LIFE's readers could see Michelangelo's masterpieces in full color reproduction for the first time.

To carry out his assignment, Lerner worked 800 strenuous hours. He photographed at nights under 30,000 watts of light, making more than 400 exposures with a specially designed, 50-inch, long-range camera. During the daytime he developed his film in a darkroom he had set up in a nearby building. To get the ceiling as one picture, he built a track through the entire length of the chapel (133 feet) from which he could photograph sections from the same level and on the same axis. Nine separate shots taken at regular distances along this "railway" were pieced together to form a picture of the whole ceiling. This will appear as a three-page foldout in LIFE next week. Twenty other pages of the Dec. 26 issue will show enlarged details from the ceiling and altar wall, including scenes from the Creation, Adam and Eve's taking of the forbidden fruit and expulsion from the Garden, the doomed people caught in the Deluge, the trumpeting angels of the Lord, the condemned sinner.

Although LIFE has lived up to the promise of its original prospectus—to give its readers a continuing program of great art reproductions—the Michelangelo frescoes in next week's issue present by far our most ambitious art story. We showed advance color proofs to Francis Henry Taylor, director of New York's Metropolitan Museum of Art, who was in Rome at the time the photography was being completed. Said Mr. Taylor, "This is the most magnificent art story LIFE has ever printed. The Sistine Chapel is the summation of the Christian tradition in art. Michelangelo's greatest work is thus made available for the first time in history to millions of people who cannot go to Italy."





AT BIG SEDUCTION SCENE IN "STREETCAR" LIGHTS GO DIM ON ACTORS IN FOREGROUND WHILE SPOTLIGHT PICKS UP A NEARLY NAKED NEGRO BELLY DANCER

PARIS "STREETCAR"

The hit American play undergoes some sexy changes on Paris stage

A Streetcar Named Desire has run two years on Broadway and its road companies are still doing big business in the U.S., but none of the 3.5 million U.S. theatergoers who have seen the play will be able to recall the scene above. It is from *Streetcar's* Paris production, where a few liberties have been taken with Tennessee Williams' script.

At critical points in the play's action the principals are almost blacked out while behind a gauze

curtain at the back quick little pantomimes are acted out—a near-rape on the street, a sidewalk shooting, a naked belly dance (*above*). Paris critics found less fault with the interpolations than with the plot. They thought it "sordid" and regretted seeing such an unappetizing side of American life. But the theater has been packed since the opening. So have *Streetcar* productions in London, Rome, Stockholm, Copenhagen and Mexico City.

SUCCESS IS ASSURED!

*It's now easier than ever... surer
than ever... to make delicious*

Hot Rolls

NEW!
High-Vitality Yeast

Pillsbury now brings you its high-vitality yeast in a specially protected yeast packet, to assure you easy baking . . . perfect results . . . without fail. Yeast packet is **INSIDE** the bag of mix.

New, Improved

Pillsbury HOT ROLL MIX (WITH YEAST)

Now—with just a fraction of the effort—you can turn out the finest rolls you ever remember baking. Even brand-new cooks have perfect results! Beautifully browned hot rolls—plump, tender, and fine-textured—when you use the new, improved Pillsbury Hot Roll Mix. High-vitality yeast is included, in the new specially protected packet. Ann Pillsbury's easy directions are on the package. You just add water to yeast, then add mix to form a soft dough. Try it. Find out for yourself.



*You and Ann Pillsbury
can make a great team*

Ann Pillsbury has developed a new hot roll mix in her kitchen to save you time in your kitchen, and give you perfect results every time.



2 Original Rogers Silverplated Teaspoons. Exclusive Lady Ann pattern—only 50¢ and 6 coupon values. Send to Pillsbury, Box 150, Minneapolis, Minn. Write for free premium booklet on Pillsbury Premium Plan. Savings up to 50% on complete silverware service and other valuable articles. Extra-Value coupons with all Pillsbury packages.







... AND TO BEST FRIENDS

GIVE **HIRAM WALKER'S**

For every taste, the Christmas gift that best says "the best of everything to you" is one or more of these famed bottles with *Hiram Walker's* on the label.

Canadian Club...renowned in 87 lands...light as scotch, rich as rye, satisfying as bourbon. 6 years old. 90.4 proof.

Hiram Walker's Distilled London Dry Gin... first for fine gin drinks because it's made with *Imported Botanicals*.

Walker's DeLuxe... straight 6-year-old bourbon, elegant in taste, uncommonly good.

Imperial has behind it something good to know —Hiram Walker's 91 years of whiskey-wisdom.

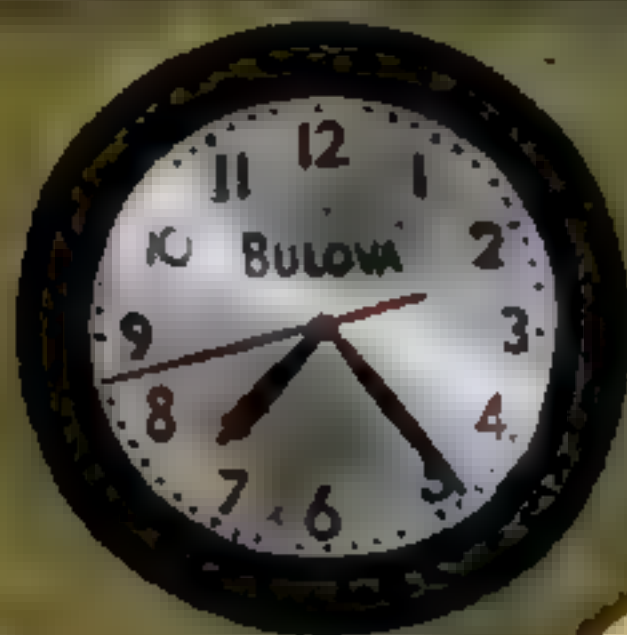
Hiram Walker's Extra Dry Martini... ready-to-serve, delightfully dry. 70 proof. Also try the bottled Manhattan. 66 proof.

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• **CANADIAN CLUB**—Imported from Walkerville, Canada. Blended Canadian Whisky. 6 years old. 90.4 proof.
• **IMPERIAL**—Blended whiskey. 86 proof. 70% grain neutral spirits. • **WALKER'S DeLUXE**—Straight bourbon whiskey. 6 years old. 86 proof. • **HIRAM WALKER'S GIN**—Distilled London Dry Gin. 90 proof. Distilled from 100% American grain. Hiram Walker & Sons Inc., Peoria, Ill

COUNTER 6

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Mr. MAYTAG

THE BIG MAN OF NEWTON FACES UP TO HIS RESPONSIBILITIES

PHOTOGRAPHED FOR LIFE BY LEONARD McCOMBE

Newton, Iowa is a one-man town with 15,999 other inhabitants. The man is Fred Maytag II, a millionaire, president of the Maytag Co., largest maker of washing machines in the world, member of the Rotary Club and the Chamber of Commerce and the Iowa Development Commission, a trustee of Grinnell College and the Midwest Research Institute, a vice president of the Tall Corn Council of Boy Scouts, a state senator. One half of the people of Newton either work for Fred Maytag or are dependent upon those who do. No one in Newton can escape the Maytag name for more than a few hours at a time. There is a Maytag Hotel, a Maytag Park,

a Maytag Bowl, a Maytag dairy which supplies the youngsters with milk and their elders with good ripe (Maytag brand) blue cheese.

Fred Maytag is only 38 and did not do all this himself. He inherited his wealth and position from his father and grandfather, who started making the Maytag washer in Newton in 1907. But he has, in the nine years since he took over the presidency of his company, much enhanced the name. Like many another third-generation heir he might well have gone to seed or to California; he might have followed the family penchant and become an autocrat; he might have taken any number of easy ways out. Instead

Fred Maytag has chosen to regard his wealth and power as great responsibilities, to be a good guy who carries home the groceries himself instead of having a chauffeur do it. He is a gentleman who has few enemies—but his friends wonder whether he enjoys his life; a devoted husband and father—who feels obliged to have his young son sign a promissory interest-bearing note for a loan of 15¢. He is a man who works so hard that it is fatiguing simply to watch him—who sometimes takes two triple bromides to relax; a man who would immediately deny any implication of aristocracy—but to whom the phrase *noblesse oblige* really means a great deal.



BRINGING HOME THE GROCERIES, Fred Maytag II walks through the main square of Newton chatting with Elmer Watkins, showing no outward sign that would help anyone guess who is the small business man, who the millionaire.

MR. MAYTAG CONTINUED

THESE ARE HIS RESPONSIBILITIES

Fred Maytag's obligations, all of which he could reject if he wanted to, are innumerable. First there is Newton itself, which literally grew up around the washing machine. Just how much more Maytag (left) can Newton stand? When he was making plans for his new \$5 million plant (opened this year), Maytag thought that for the sake of decorum it should be located elsewhere. But he yielded to local pressure and built it on the outskirts of Newton, stipulating that it be incorporated within the city limits so that it could pay its share of taxes.

Then there are the Maytag employees, 3,001 strong, 151 of whom (members of the Maytag 25 Year Club) have put in a total of 4,226 years of service. When Fred Maytag took over in 1940, the company's record in employee relations was abominable—in 1938 the state guard had been called out during a strike caused in part by years of austere paternalism on the part of his father and grandfather. Fred Maytag has changed all that: "We must deal with the workers on a basis compatible with human dignity." After peace came a union leader said, "We never would have had this trouble if he'd been here all along."

His obligations, he feels, extend to Maytag dealers and salesmen throughout the country and to consumers. "The public be damned" is a loathsome phrase to him—he really worries over how to give the public its money's worth, while making enough profit to give stockholders their money's worth too.

Finally there is Maytag's responsibility to his name. As he sits in a board meeting beneath the portrait of his grandfather, he sometimes thinks of the saying: "From shirtsleeves to shirt sleeves in three generations," and quietly swears that by God this is not going to happen to him.



TOWN OF NEWTON is dominated by Maytag factory (outlined in white). Y.M.C.A., like Salvation Army Citadel, was presented by Fred Maytag's family.

ily, but workers were antagonized when Fred's father "suggested" they contribute to its support. Maytags do not own the hotel now, but it was built by them.



EMPLOYEES' REQUEST, presented by Cleo Hood (smoking), is for a soft-drink machine to be placed in the foundry where the temperature reaches 1,200°.

MAYTAG'S ANSWER (below) was quick—forthcoming after he conscientiously checked with doctor to see if such drinks would be harmful in the hot room.



UNDER GRANDFATHER'S PICTURE he polishes his glasses. Grandfather F. L. Maytag founded the company in 1897. Later he was elected president.



IN THE BANK Maytag (top center) chats with the teller. In foreground is James Roth, cashier. Maytag (his family saved bank in '30s) is chairman of board.

IN A LUNCHROOM (below) he eats a quick meal with some railroad workers. Everyone in Newton calls him Fred; his easy manner invites familiarity.



A HAPPY DAY at the plant occurred last October when this great milestone was passed. Here Maytag talks to Secretary Will Sparks, a 30 year employee.



WITH UNION OFFICERS Maytag is now being very diplomatic because of fight going on between the rival electrical workers unions, I. E. and I. U. E.



WITH AN ENGINEER, Major Jack Wheeler. He looks at a bad casting. Problem was later locked (note hole in metal), now production is going smoothly.



AT A BOARD MEETING he thoughtfully lights cigaret. The meeting was cheerful—last year company had \$8.1 million profit on sales of \$68.5 million.



THROWING LINGERIE to an audience of West Coast dealers (above), he clinches his point that new Maytag machine can dry clothes as well as wash them.

ACCEPTING CONGRATULATIONS of dealers (below) after demonstration of machine, he pumps hands all around, is the image of an affable executive.



IN JAPANESE RESTAURANT in San Francisco during business trip, Maytag dines on *sukiyaki* with company salesmen who had gathered to meet him.





YOUNGER BROTHER Robert, 26, is learning the business according to family custom—from the bottom up. Here he works in the noisy assembly line while Fred tries to talk to him above the din. Fred also worked on the machines and

in a branch sales office when he was in college, although at that time he seriously doubted that he would enter the business. "I was a sort of rebel—not a college pink—but just sort of rebelling against inheriting credit for what others had done."



AT A BUSINESS LUNCH (although he has a cold and speech is uninspired) he chuckles at joke which, he later mentioned, he considered slightly off-color.



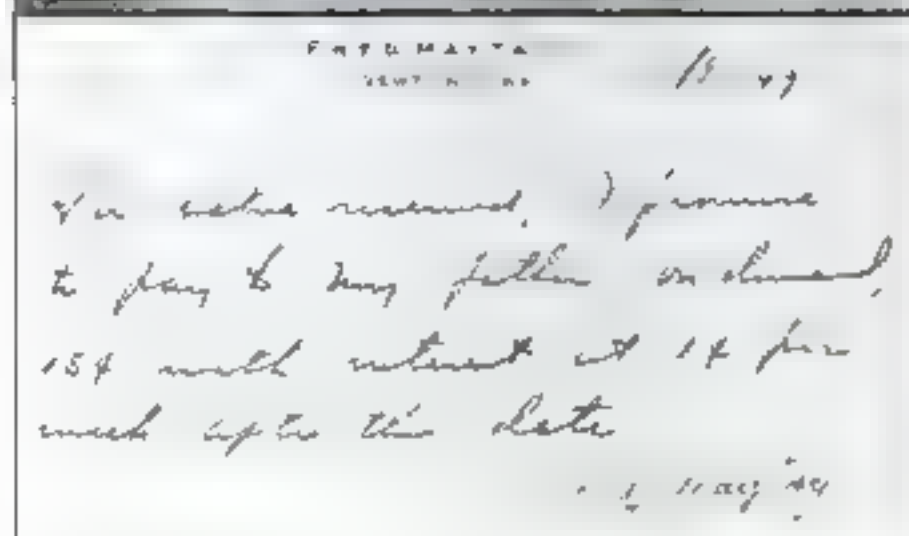
STATE SENATOR MAYTAG strides to work at capitol. He spends little time at this because legislature meets biennially and he can commute by air.



IN THE PLANT during the celebration for the six millionth washer, Maytag's wife brushes off his cuff while his 66-year-old mother stares at a big casting.



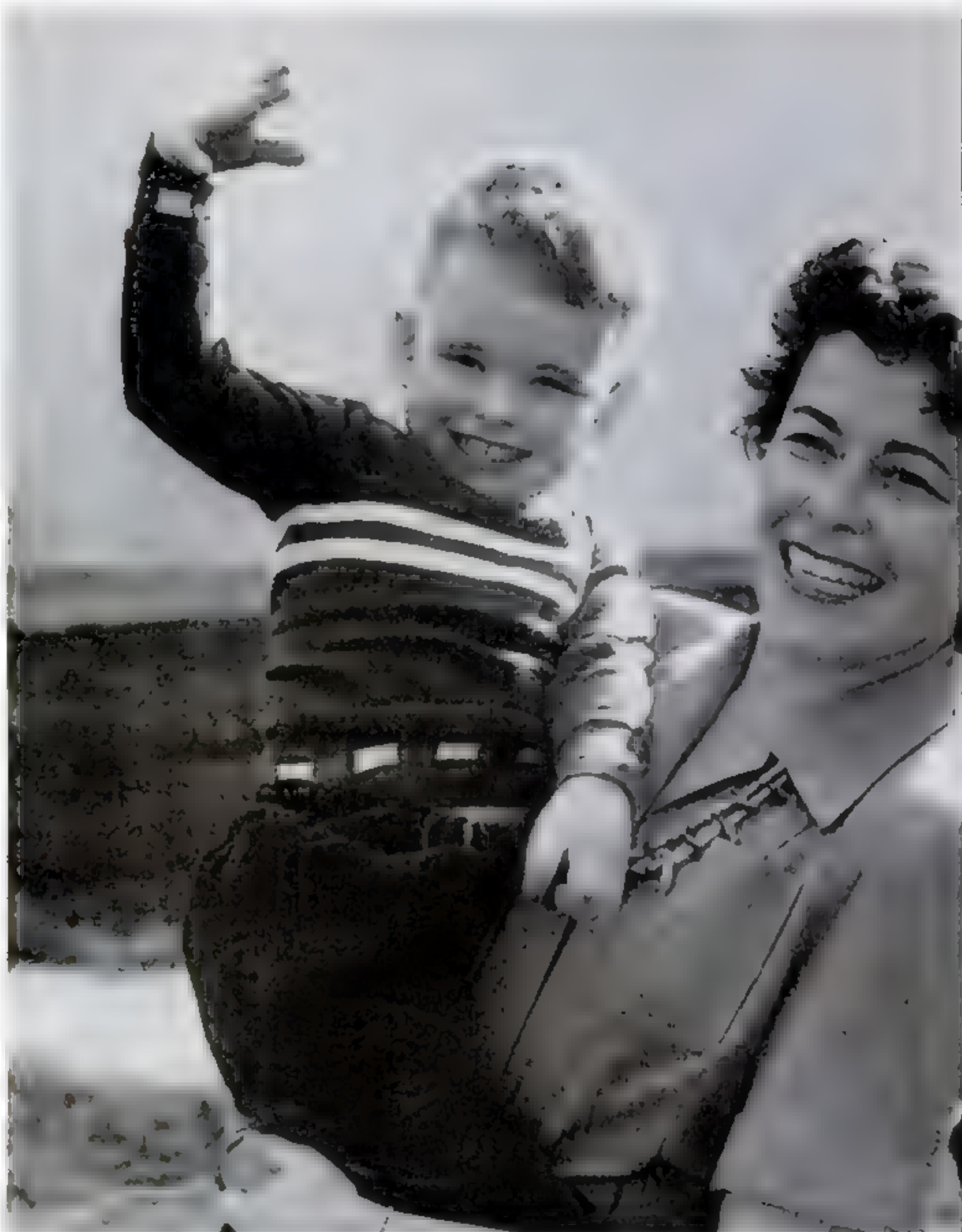
MR. MAYTAG CONTINUED



PROMISSORY NOTE is demanded by Maytag of his son Fritz, who has recklessly frittered away his allowance of \$2 a week and is in need of more cash.



REPAIRING A TOY, he makes adjustments on an intricate German car which has a gear shift and four speeds. When he had finished, it ran perfectly.

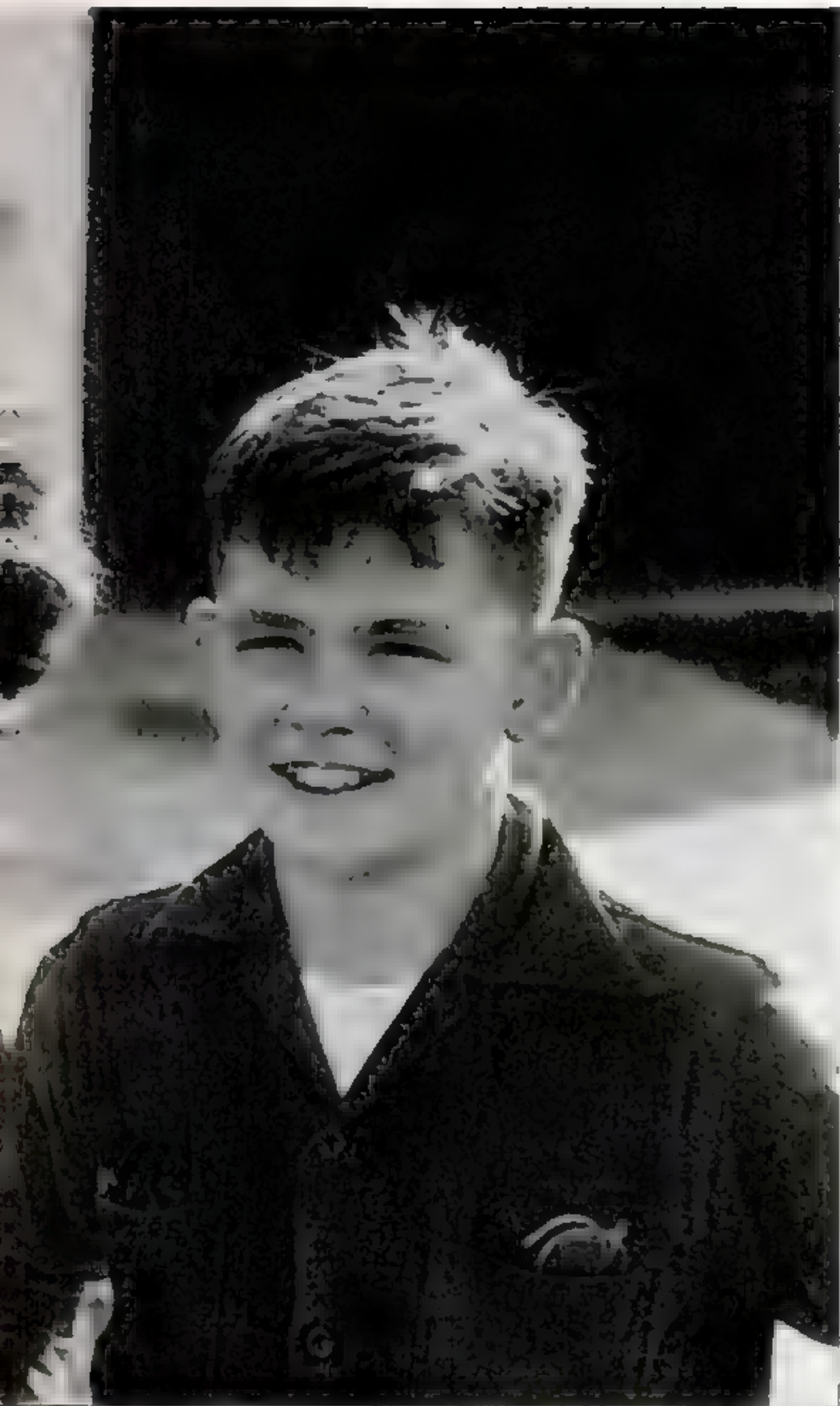


BORED WITH BRIDGE, he daydreams while his wife plays. But once, when a friend gave him a mathematical puzzle, he worked furiously at it for days, then called Maytag research men to check his answer. It was correct.

THE MAN AND HIS FAMILY

Fred Maytag was married in 1934 to Ellen Pray, a girl he met while both were students at the University of Wisconsin. They now have four children: Ellen, 13, Fritz, 12, Martha Ann, 9, and Kenneth, 4. His wife is more gregarious than he, enjoys parties and bridge, through which he frequently dozes or thinks about his work. He has a catholic and tenacious mind—so tenacious, in fact, that his acquaintances are frequently disconcerted by it. Recently, while driving from Des Moines to Newton with some friends, Maytag began to tell a story about an eccentric acquaintance of his named Chauncey the Bear-Hunter. Midway through the story the group arrived at the Maytag home. He got out, helped his wife with some parcels, discussed supper plans, greeted his children, made several miscellaneous comments and climbed back in the car. "After that," he said to the startled passengers, "it was of course easy for Chauncey to . . ."

At home, as abroad, Fred Maytag invariably manages to excel at whatever he does. He is a Leica enthusiast and has won prizes for his pictures; he recently made a 16-mm. movie and was awarded a prize for that; when he fixes a child's toy, it usually stays fixed. He is much concerned over the problem his wealth creates for his children. "I want them to grow up normally, like any kids, in spite of the economic security they enjoy. But the trouble is, they think they are normal, and the other kids do not."



HIS WIFE AND SONS Kenneth (left) and Fritz greet him at the Newton airport on his return from a business trip. He flies his own plane, often circles his house as he comes home to signal wife to get in the car and come out to meet him.



AFTER CHURCH Maytag takes a football with his son Fritz on the lawn in front of his house. A big man—6 feet, 170 pounds, he was on the University of Wisconsin freshman rowing squad in 1920. Once he hunted deer with bow and arrow.



A MAYTAG RECEPTION is held in his home for Bishop Bravid W. Harris (center), the Episcopal bishop of Liberia, who stopped briefly on his way through Newton. The Maytags are Episcopalians—served cider and doughnuts to guests.



ON SUNDAY AFTERNOON the Maytag family trio plays Brahms's *Lullaby* while Mrs. Maytag listens with prayerful attention. Meanwhile the head of the house, having started to read a book, quietly goes to sleep on couch in the corner.

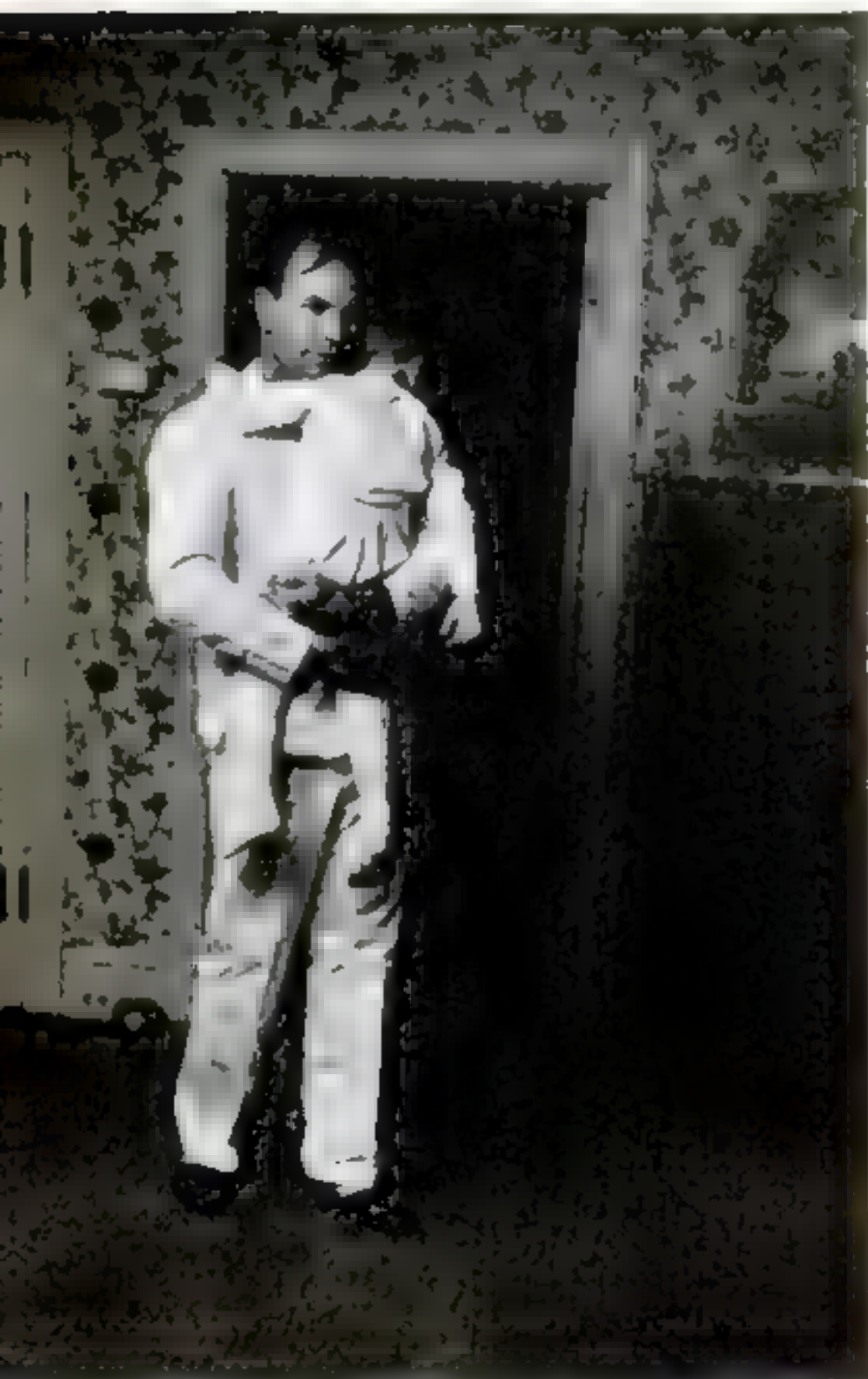
MR. MAYTAG CONTINUED



COMING AND GOING—Mrs. Maytag returning from a shopping tour, Mr. Maytag setting out for the office—they exchange hasty greetings on front walk.



SICK AND TIRED, in bed with a cold he caught while working too hard, he finally sleeps—first having read several magazines to make himself drowsy.



TRIP TO BATHROOM with son Kenneth interrupts own rest. Once, when boy was afraid of imaginary burglar, he shot intruder with blank cartridge.



INDULGENT WIFE smiles as he sets alarm clock for 3:00 p.m. at his Wisconsin hunting cabin. He shot one lonely duck, promptly cooked it with Fritz (right).



ALL WOUND UP and full of ideas which he must get off his chest, Maytag talks to his wife in the early morning after making a speech in a nearby town →





A GERMAN PHOTOGRAPH SHOWS HOW UKRAINIANS WELCOMED INVADING TROOPS. GERMAN MISTAKES, THIS ARTICLE SHOWS, SOON DESTROYED THIS GOOD FEELING

It takes a Russian to beat a Russian

That's the lesson the Nazis learned too late. Their secret records show how millions of Soviet citizens joined attack on their own government. German mistakes suggest there's something better than the bomb

by WALLACE CARROLL

Wallace Carroll is an acknowledged expert on psychological warfare. A newspaperman by profession, he directed the Office of War Information activities in Europe for three years. He is the author of "Persuade or Perish," widely accepted as the most authoritative book for the general reader on propaganda and the cold war, and he is a consultant to the National Defense and State

Departments on this subject. Here he analyzes the mistakes which contributed heavily to the Germans' defeat in Russia, and draws up suggestions for a program to prevent war or help us win if war breaks out. The Editors of LIFE, while not necessarily sharing all his conclusions, believe they provide a perceptive and fresh standpoint from which to re-examine U.S. strategic planning.

THERE is an unwritten chapter in the history of the last war which we must learn without delay. We know how the Russians stopped the Germans at Stalingrad. But how were the Germans able to reach Stalingrad in the first place? How did they push forward a thousand miles against the might and manpower of Russia?

To these questions the German military archives give the answer: the Germans had millions of eager accomplices in Russia.

This fact has been known for a long time to the Russian experts of the State Department and to a small number of American officers. Today a wider circle in the armed forces is becoming aware of it and of the psychological blunders which cost the Germans the support of innumerable Russians. This awareness may give a new impetus to American military thinking and planning. It may, in fact, awaken those U.S. strategists who have been obsessed with the atomic bomb. For the lesson of the German experience

in Russia is simply this: that the decisive element in a war against the Soviet regime can be the Soviet people. Or, put still more simply, the lesson is that it takes a Russian to beat a Russian.

To read this lesson is easier than to apply it intelligently to our own policies. In the tragic event of a third world war the U.S. has the power to drop the atomic bomb on Soviet territory and kill or maim millions of Russians. But can we hope to do something much more difficult—arouse those millions and propel them at

the decisive moment against Stalin's regime?

We know now that we can forge an instrument to serve this purpose—an instrument which, unlike the bomb, the Soviets could never copy and use against us. To create this instrument the U.S. must act with great speed, some daring and a minimum of deference to conventional military thought. In a war against Stalin or his successors, this instrument might well succeed where the products of atomic fission would fail. To give this instrument a realistic name in our arsenal, it might therefore be called "psychological fission."

Psychological fission goes far beyond what we have known as psychological warfare, for it combines all of the arms of war. It entails the concerted use of our military, political and propaganda skills to unleash all those disruptive forces whose menacing existence within the Soviet Union was uncovered by the German invasion.

The Nazis' great failure

WHEN the Germans launched "Operation Barbarossa," their code name for the invasion of Russia, they had in hand a psychological warfare plan drawn up within the general staff. The great aim of the plan was to drive a wedge between Stalin's government and the people. Its great failure was in laying down no policy line on two concrete issues—issues which we would also have to face if ever we fought the Soviets. These issues rose from the hopes of the Soviet minorities and of the peasants on the collective farms.

The Soviet Union is a land of many nationalities. Within its borders there are some 200 ethnic groups, most numerous of which are the 100 million Great Russians who supply the driving force of the nation today as they did in the time of the czars. This Great Russian dominance has been resented by the lesser nationalities, and some of them, including elements among the 40 million Ukrainians, have cherished hopes of independence or a greater measure of self-government.

This poses a dilemma for any nation which finds itself at war with the Soviet Union. On the one hand the nationalism of the Ukrainians and other minority groups can be encouraged—but only at the risk of alienating the more powerful Great Russians. On the other hand, to maneuver for an eventual deal with the Great Russians may arouse the distrust of the minorities, many of which hold strategic positions on the perimeter of the country (*map, next page*).

The propaganda plan of the German general staff called for silence on this problem at the start of the invasion.

It did the same on the peasant problem. German military intelligence from Russia stated categorically that the collective farms were universally unpopular. But these big farming units offered the same advantages to an invader as to Stalin, for they were efficient instruments for extracting food and raw materials from the peasants. So the German psychological warriors were instructed not to raise hopes that the collectives would be broken up.

These two negative decisions were to have fatal effects.

Yet when the Germans struck on the morning of June 22, 1941, their early success exceeded even the hopes of the psychological warfare planners. Here are figures on Soviet prisoners—figures taken not from propaganda sources but from the secret files of the Foreign Armies (East) Department: June 29–July 7, pocket of Bialystok and Minsk, 320,000 prisoners; July 16, battle of Smolensk, 300,000; Aug. 5–8, battle of Uman, 103,000; Sept. 24, battle of Kiev, 665,000; Oct. 18, double battle of Bryansk and Vyazma, 665,000. It should be noted that these mass

surrenders of more than two million men took place at a moment when the Soviet forces were fighting on their own soil against a nation which they knew to be the aggressor.

As the Germans advanced on Smolensk at the rate of 40 miles a day, they found to their amazement that the people welcomed them as liberators and offered their cooperation. In the Baltic states and the Ukraine and even in White Russia, the peasants greeted the field gray columns with the traditional offering of bread and salt. It was the collective system which aroused the deepest anti-Stalinist feeling in these largely agricultural areas. In the minds of the peasants, if the German records and the testimony of German survivors are accurate, the collective farms were damned beyond redemption, and the Germans were expected to bring the hateful system to an end. As early as June 30—eight days after the invasion began—the following statement appeared in a report from the front to the German Foreign Office: "Prisoners of war sharply repudiate the *Kolkhoz* [collective] system under which, they say, it is impossible either to live or to die."

In the Ukraine the spirit of nationalism further heightened the antipathy to Stalin's regime, though the nature of the regime itself remained always the greatest source of discontent.

Without orders from above, German front-line units began to accept the cooperation of the people. At first, Ukrainians, Balts, White Russians—even Great Russians—were used as helpers in the military kitchens, as drivers of horse carts in the supply services or as repair men in the military workshops. Then volunteers—apparently genuine volunteers at first—were taken into army units and were paid, fed and clothed on the same basis as German troops. As German casualties increased, German soldiers were sent to the front from headquarters and supply units in the rear, and their places were taken by Russians. In time Russian volunteers were allowed to go to the front as ammunition and machine-gun carriers, and so well did they serve that German divisions, corps and armies spontaneously formed their own units composed entirely of Soviet volunteers.

From the start, therefore, it was clear that a great opportunity lay open to the Germans. As early as August 1941, however, hints of trouble began to come back from the front: "This population," said a report of the German Army High Command dated Aug. 24, "will reject every one who appears to them to be a representative of the collective farm system. . . . It is therefore possible with very minor concessions to organize a population which can be very useful. If this is not done [i.e., if the concessions are not made], then there is the danger that the peasants . . . will fall prey to Communist propaganda and support the Partisan movement."

The Soviet "monolith"

WITH such reports—and they were many—the Germans were striking close to the key truth about the Soviet regime. In 1941 Stalin's "monolithic state" was anything but monolithic. Although Soviet propaganda had denounced the Germans all through the 1930s, Soviet soldiers, peasants and townspeople, particularly those of the minority races, welcomed the Germans as liberators from a hated regime.

How did this chance slip through the Nazis' hands? The answer is that Hitler blundered on every point—in handling the Red army, the peasants and the minorities. For Hitler in 1941 was so confident that he could beat Stalin by purely military means that he renounced the

THE NAZIS' "EASTERN" LEGIONS

After they invaded the Soviet Union the Germans enlisted Soviet citizens of minority groups in special legions. German pictures below show members of seven of these units.



COSSACKS



TURKMEN



VOLGA TATARS



AZERBAIJANIANS



ARMENIANS



GEORGIANS



NORTH CAUCASIANS

CONTINUED ON NEXT PAGE

use of psychological warfare in Russia and relied upon physical force alone.

As Hitler planned the campaign, the Germans would quickly advance to the "AA Line" running from Archangel in the north to Astrakhan in the south (map, right). Once the Germans had reached the AA Line, organized resistance by the Soviets would be over and there would be no need to make peace with the remnants of the Soviet regime. Three German mechanized armies would stand guard along the line and protect the New Europe from the hordes of Asia.

The great black-earth belt of European Russia and the most productive industrial centers would then form part of a German colony, and the subhuman natives would become slaves of the German overlords. From the mines, forests and farmlands, food and raw materials would flow back to Germany, making the "Thousand-Year Reich" independent of imports from overseas. The entire population would be driven from the Crimea, which would then be populated by Germans and turned into a "German Gibraltar." The whole conquered territory would become what Hitler liked to call "a German India."

Hitler spurns Russian aid

TO achieve this dream, Hitler shrank from no brutality. He refused to accept the aid of Soviet groups which he feared might try to put in a bid for their services at the end of the war. By his orders Russian prisoners—even many who were eager to help the Germans—were driven into corrals in Poland and literally starved to death. Eighty percent of the first labor quotas set for the Ukraine were filled by volunteers eager to help their "liberators." They were packed into freight cars without food or sanitary facilities and shipped off to Germany. Those who survived were put behind barbed wire, fed only enough to keep them alive and compelled to wear the badge of "second-class races." When news of this got back to the Ukraine, volunteering for the labor force ceased and able-bodied men and women took to the woods.

There were influential Germans who tried to change Hitler's policy. One of them was Alfred Rosenberg, the "philosopher" of the Nazi party, who had been put in nominal charge of conquered Soviet territory. Rosenberg wanted to dismember the Soviet Union and set up a "sanitary cordon" between the Great Russians and Europe—a cordon composed of Estonia, Latvia, Lithuania, White Russia, the Ukraine, Tatar and other autonomous units under German leadership. But Rosenberg was woolly in thought and ineffectual in action.

Much more effective opposition to Hitler's program came from the German Foreign Office and from the German army. Count Friedrich von der Schulenburg, the former German ambassador in Moscow, had a concrete program to turn the invasion into a civil war in which the Russians themselves would help to overthrow Stalin. He proposed 1) to announce that Germany had no territorial claims on Russia, 2) to permit the people of the conquered areas to set up their own local governments, and 3) to recognize these governments as allies and encourage them to band together in an anti-Soviet government. All the nationalities would be offered self-determination, and he would have helped all of them, including the Great Russians, to set up independent states. If the new national states decided in the long run to form a federation he would have raised no objection.



WHERE MINORITIES LIVE in the Soviet Union in important numbers is indicated by unshaded areas on this map, which shows their strategic location inside Soviet boundaries. Darker shading indicates the Russian Soviet Federated Socialist Republic (R.S.F.S.R.), inhabited principally by Great Russians, the Union's dominant nationality. Map also shows the location of national minorities inside the R.S.F.S.R. Some of these,

like the Komi (top center), live in so-called autonomous republics indicated by dotted lines. Others, like Crimean Tatars near Sevastopol on the Black Sea, also had ostensibly separate political units of their own before the war, but the Kremlin abolished these because their inhabitants collaborated with the Germans. The "AA Line," so named because it was to run from Archangel to Astrakhan, was Hitler's ultimate goal in the Soviet Union.

Schulenburg's ideas were even more odious to Hitler than Rosenberg's, and he ordered the Foreign Office to keep its fingers out of Russian affairs. But Schulenburg found support for his plan among the officers of the German army. For these officers had become convinced that Stalin could be beaten only with the help of the Soviet people.

This conviction had been driven home by the events of the autumn and winter. The Soviet troops, now aware of what happened to those who surrendered, were fighting savagely in defense of Moscow and Leningrad. The peasants were disillusioned and hostile. As townspeople and peasants alike fled from Hitler's slave drivers, the Partisans were growing in numbers and audacity.

By the spring of 1942 the German army leaders were convinced that disaster lay ahead unless they could placate the aroused population and draw great numbers of Soviet volunteers into the German forces. Already there were 200,000 of these volunteers, but the brutal treatment of their compatriots in German prison and labor camps was undermining their morale. Back in December and January, Hitler had authorized the creation of units from the lesser Soviet minorities—an Armenian legion, a Georgian legion, a Caucasian-Mohammedan legion, a Turkmen legion and a number of Tatar units. This was as far as he would go; the army leaders were determined to go much further. As

a first step, the army asked in the spring that the brutal treatment of Russian prisoners be stopped. This demand was met in part. Prisoners from the minority races were given the same rations as German soldiers, though Great Russian captives continued to receive barbarous treatment. The army then sent its recruiting agents into the prison camps and instructed them to get prisoners on a voluntary basis. This worked out rather well, though many of the prisoners, especially Great Russians, apparently joined up only to get out of the camps and later proved to be unreliable.

By summer, when the recruiting was in full swing, Hitler got wind of it. He then issued fresh orders that no additional volunteering units were to be formed. Evidently he did not realize that most of the volunteers were not in units of their own but were being taken into regular German units. The German general staff took advantage of this oversight and ordered that every division on the eastern front should include Soviet volunteers—up to 10% or 15% of total strength. Besides this, German divisions were authorized to replace German casualties with Soviet volunteers. Before long some divisions listed in the order of battle as German divisions actually had as many Russians on their rolls as they did Germans. By midsummer, when the Germans were advancing on Stalingrad, they had half a million Soviet citizens in their ranks.

CONTINUED ON PAGE 83



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Give your dinner menu this magic touch!



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For your next party—or for dinner tonight—help yourself to an *inspired* dessert! Give your table a holiday sparkle with these delicious, excitingly different Meadow Gold Ice Cream treats. No fussing or fixing to them. And they cost no more to serve than ice cream sundaes!

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The whole family will love these taste-tempting dainties! Ask for them today wherever you regularly buy Meadow Gold Ice Cream.

Meadow Gold Ice Cream

Product of Beatrice Foods Co.



By that time, too, the army leaders had decided to try a bold experiment which ran directly counter to Hitler's policies. The area chosen was the newly conquered territory in the North Caucasus. To this area the army sent Lieut. General Ernst Köstring, a former military attaché at the German Embassy in Moscow, and Dr. Otto Schiller, former agricultural attaché. Under these two men the peasants were permitted to work out a land charter providing for the gradual restoration of private land ownership on a cooperative basis. The peasants had to work with each other in such processes as sowing and reaping, but each peasant was given the responsibility for the maintenance of his own farm land and benefited from its improvement. In the opinion of German officers who participated in this experiment, it was a phenomenal success. There was no Partisan movement in their area, they said; no sabotage, and the peasants fulfilled the German requisitions of farm products on schedule.

Similar schemes were later tried in some other areas, but it is not known whether they succeeded there. Perhaps it was already too late.

Perhaps it was also too late for an even more daring maneuver—the formation of a "Russian Army of Liberation" under a famous Red army general. But the first experiments with the idea—though they never got beyond the propaganda stage—filled the German military leaders with new hope.

To this day, Lieut. General Andrei Vlassov remains one of the most mysterious figures of the Second World War. He was born near Nizhni Novgorod (now Gorki) in 1900. His father, it is said, was a relatively well-to-do peasant who was liquidated along with the other kulaks when Stalin collectivized agriculture in 1929. The boy Vlassov was of a religious nature and—like Stalin—he was educated for the Orthodox priesthood. But after the civil war broke out in 1917 he entered the Red army and immediately showed great promise as a soldier.

In 1938, when the great purges had come to an end, Vlassov was a colonel, and he was sent to China for a year as a military adviser to Chiang Kai-shek. On his return to Russia he became commander of the 99th Infantry Division in the Kiev military district. In the autumn of 1940 this division under his command was decorated for being the best-disciplined and best-led division in the Soviet Union.

When the Germans launched their great offensive against Moscow in the autumn of 1941, Vlassov was a major general in command of the 20th Army which held the Germans, counterattacked and advanced northwest of Moscow. For this he was promoted to lieutenant general and decorated by Stalin himself. In the following spring, when he was in command of the 2nd Assault Army, he and his forces were caught in the "Volkhov encirclement" to the east of Leningrad. Again his resistance won the admiration of the Germans, and he remained hidden in the forest and swamps until his army was destroyed. In August 1942 he surrendered.

No other captured general ever made such an impression on the Germans. "I have not the least doubt that this man was sent to us by fate at the decisive moment and that his employment can turn the course of the war

completely in our favor," wrote a Russian expert of the German Foreign Office. "General Vlassov is inspired by a burning hatred of the Bolshevik system and Stalin personally," said a second report. A third memorandum stated: "He is not . . . a mere seeker after political glory and accordingly will never become a purchasable hireling and will never be willing to lead hirelings."

Sympathetic Germans who questioned Vlassov formed this picture of his political and military views: although he had hitherto been loyal to the regime, he had become con-



GENERAL ANDREI VLASSOV (right), once renowned as a defender of Moscow against the German attack, surrendered and became commander of a German-sponsored "Russian Army of Liberation." Vlassov gave himself up to American troops in May 1945, was handed over to the Soviets and executed.

vinced that it was possible to overthrow Stalin and establish another form of government in Russia. What he wanted was a "democratic" government, and by "democratic" he apparently meant the kind of republican and parliamentary system set up by the revolution of February 1917 and quickly overthrown by the Bolsheviks. To achieve this aim he was ready to ally himself with the Germans and fight against Stalin. Vlassov saw no danger in such an alliance because he was convinced that so long as the Germans stayed in Russia they would be dependent on Russian support.

Vlassov's insistence that Stalin could be beaten only with the help of Russians infuriated the Nazi leaders. Realizing this, he went so far as to suggest that he and his supporters would accept a kind of "dominion status" or "protectorate." He took pains to flatter Hitler as "a leader of great genius." But he was blunt with the Germans about their outrages in conquered territory.

The golden moment lost

In the autumn of 1942, while the German forces were closing in on Stalingrad, German propagandists tried out a leaflet bearing a message from Vlassov to the Red army. Exact figures are lacking, but so many Soviet troops deserted, according to contemporary German reports, that the German general staff decided immediately to open a large-scale propaganda campaign exploiting Vlassov's name and prestige.

Then the first in an endless series of obsta-

cles arose: Rosenberg objected. Vlassov was a Great Russian, and Rosenberg, who had been born in Estonia, did not trust Great Russians. Several months were lost while Vlassov tried to appease Rosenberg. In some of the statements which he made to German officials for this purpose, Vlassov not only conceded self-determination to the minorities but indicated—according to German sources—that in the future peace settlement he would be willing to give up the Ukraine and the Caucasus. At last Rosenberg was reassured, and the propaganda in Vlassov's name was resumed on a broader scale early in 1943. But by that time the Germans had suffered a decisive defeat at Stalingrad and the initiative had passed to the Soviets. The golden moment had been lost for Vlassov to appeal to the Russians.

Nevertheless in March 1943 Vlassov was allowed to launch a more elaborate propaganda effort based on a program known as the "Smolensk Manifesto," which he had drawn up the previous autumn. This program was both anti-Soviet and anticapitalist. It denounced Stalin only a little more bitterly than the Anglo-American plutocrats. "Germany led by Adolf Hitler," said the manifesto, "pursues the aim of creating a New Order in Europe without Bolsheviks or capitalists." Then it listed Vlassov's objectives: the abolition of collective farms and the transfer of land to the peasants; resumption of private trade and artisanship; abolition of forced labor and terror; freedom of religion, conscience, speech and assembly.

Though the national committee behind the program existed only on paper and was nothing more than a propaganda trick, German intelligence officers reported that the manifesto

aroused enthusiasm throughout the conquered territory. Vlassov himself spoke to mass meetings of Soviet volunteers and civilians. Everywhere, said German officers who heard him, his personality caught the imagination of his hearers. The number of Soviet citizens in the German army went up to 800,000, though how many were genuine volunteers and how many were coerced it is impossible to say.

Then Hitler intervened. He banned the distribution of the Smolensk Manifesto in conquered territory and gave orders that Vlassov's program was not to be fulfilled. Later he had Vlassov put under house arrest.

All Vlassov propaganda to the Red army through the greater part of 1944 was therefore a forgery, though Soviet propagandists shrewdly attributed to Vlassov's forces atrocities which were mainly the work of Soviet volunteers under German command. It was not until the Allies were pounding at Germany's western and eastern gates that Vlassov was allowed to reappear. Then, on Nov. 14, 1944, he solemnly proclaimed in Prague the establishment of a "Committee for the Liberation of the Peoples of Russia." A manifesto signed by Vlassov as chairman and by some 50 officers, intellectuals, former public officials, workers and peasants, outlined a 14-point program. The first of these points pledged the committee to respect "the equality of all the peoples of Russia and their legitimate right to national development, self-determination and state independence." Other points covered the liquidation of the collective farms, restoration of the land to the peasants, re-establishment of



THE NAZIS' BRUTALITY led them to hang a 17-year-old girl named Zoya. Russians used this picture, found on a dead German, after a battle, to whip up hatred against the invader.



THE RUSSIANS' REACTION to mistreatment by the Germans was to retaliate in kind when they could. Above: liberated Russian slave laborers beat up a German who had been their guard.

RUSSIAN vs. RUSSIAN CONTINUED

private property earned by individual labor and resumption of private enterprise.

As it turned out, only a small number among the minorities accepted the assurances of the manifesto on the minority problem. Many of the exiles from the Ukraine and the Caucasus, though willing to accept Vlassov as the representative of the Great Russians and "first among peers," rejected the committee as an instrument of Great Russian ambitions.

This was more than an academic dispute between impotent exiles for, back in the Ukraine behind the lines of the advancing Red army, powerful Ukrainian forces had sprung up to fight for freedom against the Soviets. The fight of these forces is another of the war's untold stories.

The Ukrainian underground which had existed before the war was given a great impetus by German brutality in 1941 and 1942. This underground, however, did not become pro-Soviet, nor was it entirely anti-German. Its motto was, "We fight every oppression regardless of its source." During the German occupation the underground forces concentrated their attacks on the German police and SS (Elite Guard) units. In general they spared other German troops because they felt that the army leaders sympathized with them.

The principal underground organizations were the Union of Ukrainian Nationalists (OUN) and its striking force, the Ukrainian Insurrection Army (UPA). Members of this army joined the Germans to get military experience, then slipped away as the Germans retreated and took up the fight against the Russians behind the lines of the advancing Soviet troops.

German intelligence officers who secretly returned to the Ukraine behind the Russian lines reported that in Galicia (the Western Ukraine) the Red army could retain control only of the principal towns, highways and rail lines. The rest of the region was dominated by the OUN and UPA. Galicia was the cradle of Ukrainian nationalism, and it was somewhere in this area late in 1944 that a congress of separatists was convened. It was attended by representatives of most of the minorities. To the Germans they sent word that if the German army succeeded in returning to the Ukraine, the OUN and UPA would not fight against it if Germany guaranteed Ukrainian independence after Stalin's defeat.

Long after the final defeat of Hitler in May 1945, these Ukrainian forces were active. They probably were partly responsible for bringing on the Soviet purges in the Ukraine in 1947. And as late as last summer there were unconfirmed reports that several Russian divisions were being kept busy by Ukrainian guerrilla forces.

But apart from the fact that the most important resistance group in the Soviet Union did not recognize him, Vlassov's effort was doomed. The German collapse found his one fully armed division in Czechoslovakia, where in the last days of the war it changed sides and helped to liberate Prague from the Germans.

Vlassov himself proceeded to Füssen in Upper Bavaria and surrendered to the Americans, expecting to be welcomed by the Western Allies and get their backing against the Soviets. After the German capitulation he was turned over to the Russians. This was in accordance with the terms of the Yalta agreement whereby the Western Allies, anxious to obtain the repatriation of their own troops liberated by the Russians from German prison camps, agreed to hand over any Soviet nationals who fell into their hands.

The end of Vlassov

VLASOV was not heard of again until Aug. 2, 1946, when the Soviet press printed the bare announcement that he and his associates had been executed. It may be significant that he got none of the publicity which the Soviet government had lavished before the war on other dissenters. In any case, refugees still come from the Soviet Union with reports that members of Vlassov's committee who were never out of the country are still at large and that his name has not been forgotten.

To this day the Soviet government has never relaxed its efforts to get its hands on those of Vlassov's associates and other Soviet exiles who remain abroad under the protection of the West.

Against this background of German blunders and fumbled opportunities, the lines of a new American strategy may be sketched out.

There are no absolutes in war. It may be an exaggeration to say that Russia's dictatorship can only be beaten by the Russians. But it requires only common sense to see that the dictatorship is harder to beat if you take on all the Russians than if you win millions of them over to your side. The German invasion showed that there were millions of Soviet citizens who were willing to help a foreign power against the Soviet regime. But it also showed that these same millions would turn and help that regime against a power which

scorned their aid and treated them with brutality and contempt. "But what has this to do with the U.S.?" you may ask. "We would never be able to throw a large army into Soviet soil at the outbreak of a war."

True enough, but American airpower would be able to carry the war to vast areas which never saw a German soldier.

"But granting that to be true," you may say, "we Americans are not Nazis. We could never be guilty of Hitler's brutality."

Perhaps not deliberately, but the shocking truth is that much of our military thinking over the past three or four years has been based on the fallacy which lay at the root of Hitler's worst stupidity and brutality—the fallacy that the Soviets can be beaten by military means alone. Just as Hitler's reliance on physical force led him to scorn the help of the Soviet people, reliance on the atomic bomb could lead us into comparable folly.

If war comes and we want Russian help in beating the Soviet regime, we cannot (as some military planners have come to realize) let the bomb dictate our strategy. Our strategy must dictate the use of the bomb. And since a sound strategy is rooted in a nation's long-range foreign policy, we should ask ourselves some basic questions about our long-range policy toward Russia.

Do we want to lay waste one sixth of the earth's surface and reduce the survivors among 200 million people to primitive savagery? If so, we should first consider whether in the long run anything better than Bolshevism would be likely to come of our effort. And we should also consider whether we Americans would be happy living in a world which fears and loathes us.

Do we want to pour out our energies, our blood and our wealth to re-create Russia in the image of McKinley's America or even of Truman's America? We have only to look at our occupation of Germany and Japan to see that this would be beyond our means.

Do we want to gamble on the Rosenberg scheme—to create a sanitary cordon of former Russian possessions across Eastern Europe and perhaps across Asia? This could only be accomplished against the fierce opposition of the Great Russians and of some members of the minorities themselves.

A war of limited objectives

THERE is a more realistic and less costly course than any of these. It is the course which is already clearly marked out by the Truman Doctrine, the Marshall Plan, the Atlantic Treaty and the Military Aid Program. If these steps and others which we may take in the same direction are successful, there is a good chance that we shall have no war with the Soviets. Under conditions of peace we would take no overt action to raise the Soviet peoples against their government; in time of war we would do everything to mobilize them against their rulers. In other words, if the Soviets resorted to war, our long-range policy and the strategy which flows from it would call for a war of limited objectives, not a total war, not a war of unconditional surrender. We would not seek the "total destruction" of the nation now known as the Soviet Union. We would not propose to occupy any great part of its territory or to shape its future in the image and likeness of America. If war came, we would seek simply to frustrate Soviet power outside its borders and release the forces within the country which could destroy or cripple the regime. Then, having established safeguards against future aggression, we would leave the Soviet peoples to work out their future in their own way.

What do we need for such a war of limited objectives?

1) We must have an air force ready to deliver to any part of the Soviet Union any message which the American government may choose to send to the Soviet people. We must have an air force which will be ready at the very start of a war—and not two years later—to plaster the Soviet Union with leaflets bearing the pledges and promises of the American government and people. We must have an air force which will be able to deliver not only atomic bombs but anti-Soviet agents and guerrilla leaders to any Soviet hamlet.

2) We must be prepared at the very start, if war should come, to answer the prayers of the peasant millions. We must have a message to those millions—a slogan as simple as "Land for the Peasants"—which will set the steppes aflame.

3) We must have clear in our minds at the very start, and not after months of bungling, a way to meet the conflicting aspirations of the Great Russians and the minorities. Our proposals should be flexible, yet sufficiently concrete to carry evidence of our sincerity.

4) We must have a psychological warfare program designed to sap the strength of the Red army in Central Europe or wherever our troops may meet it. We must be ready to win over the privates and the Vlassovs. We must convince our military leaders that when they think of the Red army they must not merely count noses but

CONTINUED ON NEXT PAGE

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RUSSIAN vs. RUSSIAN CONTINUED

also probe the flaws in its morale—the flaws which the Germans uncovered in 1941. We must earmark men now with the skill to exploit the psychological weaknesses of the Soviet soldier and make him worse than useless to the regime.

5) We must prepare to support guerrilla warfare on such a scale as the world has never seen before. We must develop weapons such as guerrillas have never used before. We must train men to think guerrilla warfare and to plan guerrilla warfare.

6) We must set up a joint staff of civilian and military leaders to devise the plans and techniques which will enable this nation—should the need arise—to bring to bear upon the Soviet Union all of the power of psychological fission.

To all this, air supremacy is basic. If war should come, our air force would be the one sure means of communication between the Soviet peoples and ourselves. The way in which we used that air force would therefore determine to a great extent whether the Soviet millions would become our allies or Moscow's defenders.

If we bear that in mind, we shall stop thinking of our air force as nothing more than a delivery boy for the atomic bomb. Then the bomb itself will take its proper place in our strategic plans. The bomb will cease to dictate policy and strategy and it will become one of a number of instruments for fulfilling policy and strategy.

But assuming that we continue to feel confident of our superiority in atomic weapons, what should we do with the bomb? The answer is that any quick military advantages to be gained from its use must be weighed against the psychological effect upon our potential allies inside Russia. We must also consider the moral and psychological effects upon the countries allied with us and on the American people themselves. Even then, if we feel constrained to use it, we must answer at least two more questions:

1) Would it not be shrewd as well as humane to delimit sanctuaries in areas where potential allies are assumed to exist?

2) Would it not be wise policy as well as common decency to issue advance warning to the inhabitants of the areas which we feel we cannot spare?

These questions bring us to the basic psychological problem arising from our continuing superiority in atomic weapons. If we do use the bomb, we must use it in such a way that the wrath of the afflicted people will be turned against the rulers who brought this catastrophe upon them, and not against us. This problem must be thought out today—not after our too-eager airmen have leveled Moscow, Kiev, Leningrad and Baku.

These are some of the lessons which we can learn from our study of the German record. But let there be no misunderstanding. There is nothing in the German experience or in subsequent events to encourage the assumption that war against the Soviets would be easy or desirable. There is no easy way to fight Russia, though, as Hitler proved, there is a hard way.

To plan now to avoid this hard way is not to plot against the peace. It is in fact a definite way to reinforce peace. For to prepare for the use of psychological fission is to warn the Soviet leaders that if they ever resort to force, we shall not commit the blunders that the Germans did. We shall instead attack them with a weapon which they probably consider more dangerous than the bomb—a weapon which may well achieve what force alone could never accomplish.



ANTI-SOVIET GUERRILLA MEMORIAL somewhere in the Ukrainian woods is blessed by a priest while soldiers of the LPA (Ukrainian Insurrection Army) stand honor guard. This picture comes from LPA representatives in Germany who say their forces still fight the Red army inside Soviet borders.



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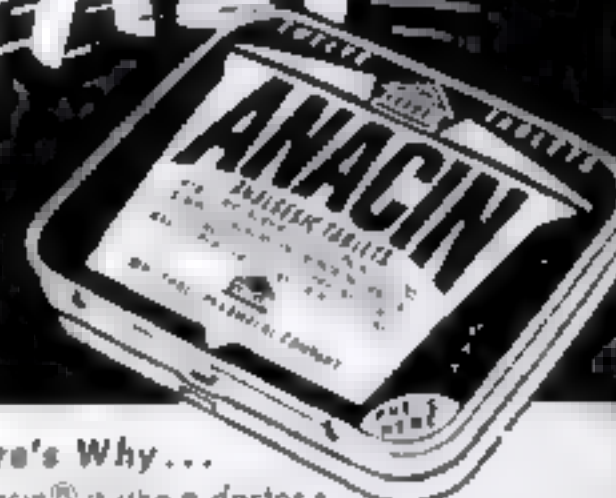
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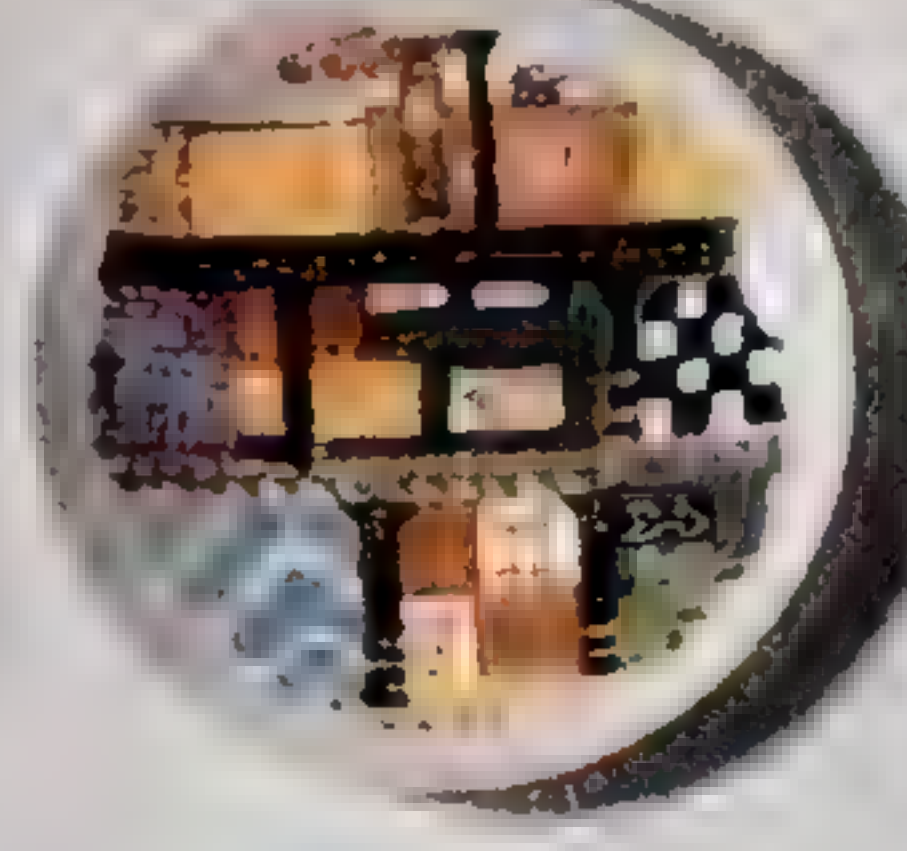
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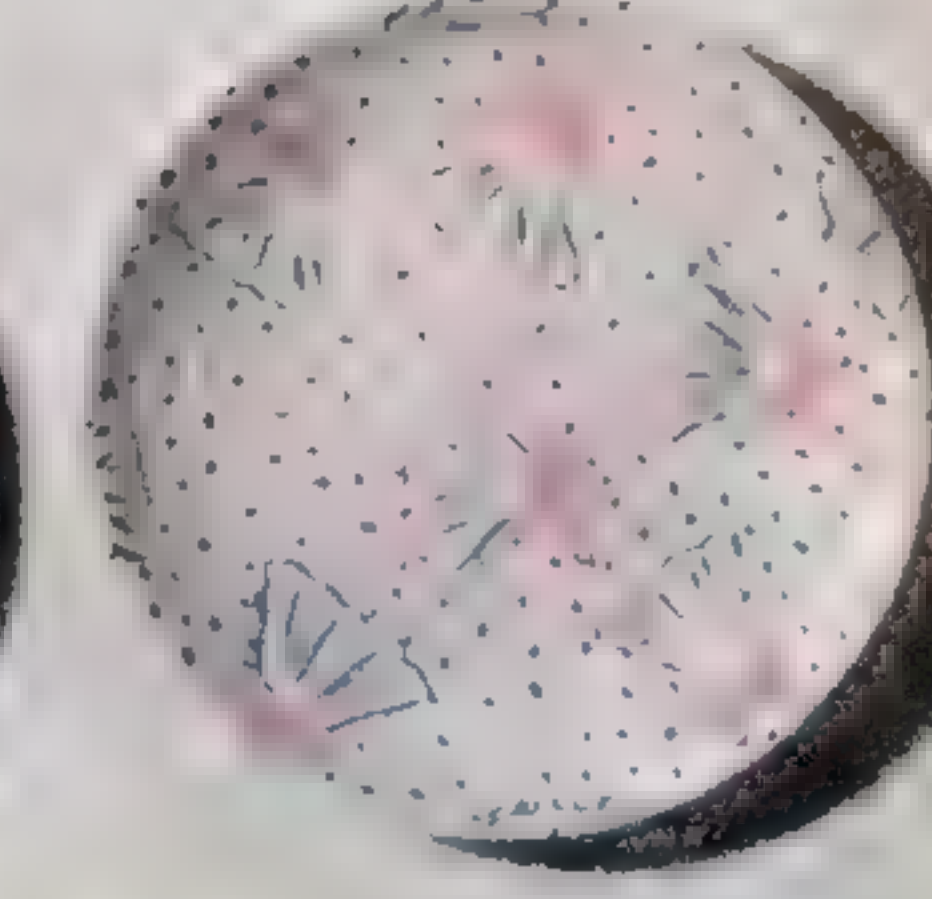
OLEG CASSINI



TRUMAN CAPOTE



SAUL STEINBERG



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PLATE PAINTING

New product revives a polite art

In the late 1800s china painting was a popular, polite art practiced by most young ladies. Today, because of a newly developed paint easier to use than the ceramic colors used in the 1800s, yet as permanent as kiln-baked pigments, the old hobby is enjoying a new boom. LIFE recently asked a dozen assorted celebrities to paint plates with designs

of their own creation. The result was the colorful crockery shown above with each artist's name. The new paint, called Dick-All, sticks equally to glass, china or metal, is made permanent by treating in a kitchen oven at 300° F. LIFE's test group liked it fine; in fact, cartoonist Steinberg hurried straightway home to paint a mural in his bathtub.

CONTINUED ON NEXT PAGE



"DECORATING FOR CHRISTMAS," by Douglass Crockwell. Number 37 in the series "Home Life in America."

Beer belongs...enjoy it

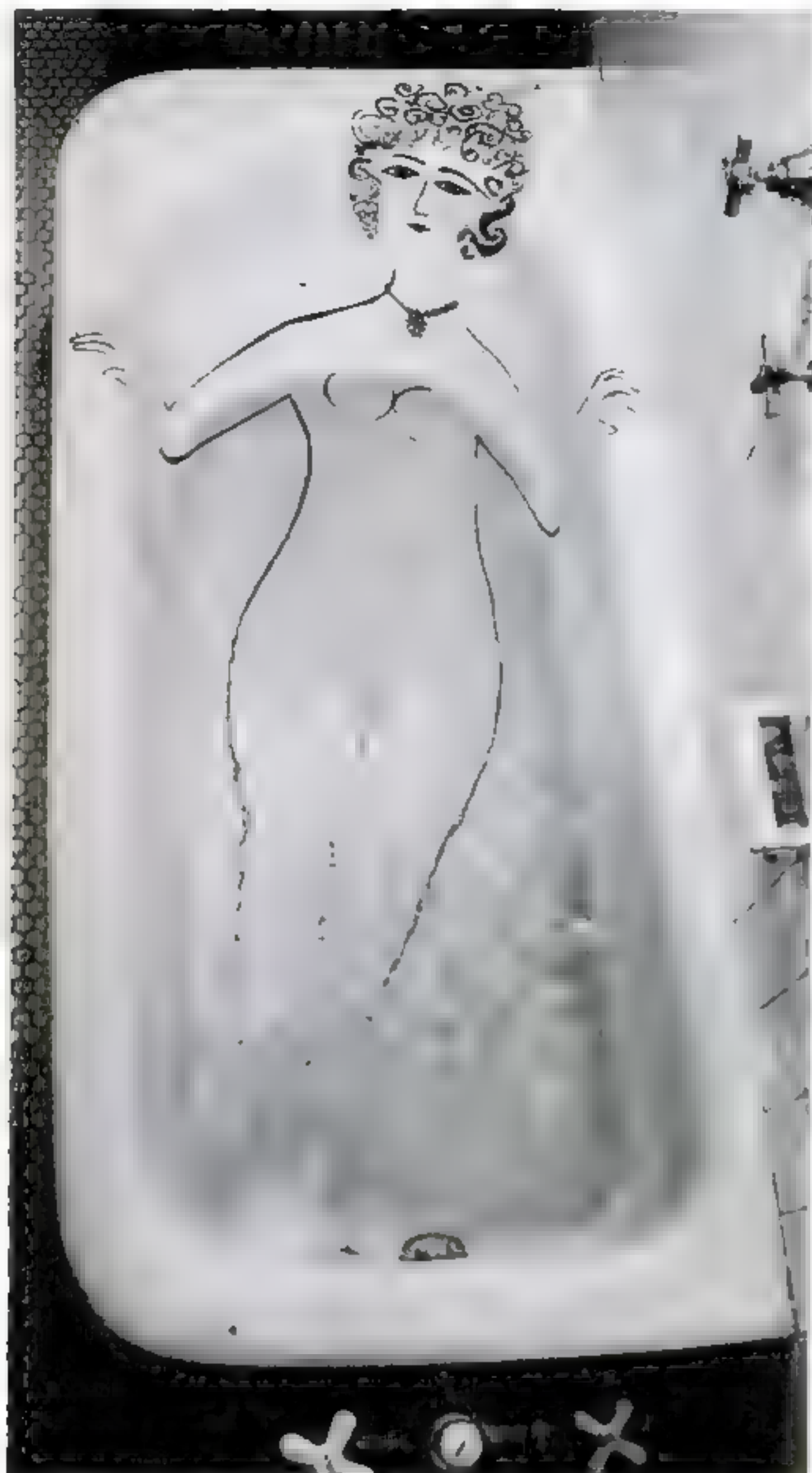
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BATHING BEAUTY, done by Saul Steinberg, lies in his bathtub. Since it cannot be baked, design will soon be worn away by Steinberg, soap and water.



CELEBRITIES paint their plates at painting party: (left to right) Artist Georgia O'Keeffe, Dress Designer Oleg Cassini, his wife Actress Gene Tierney.

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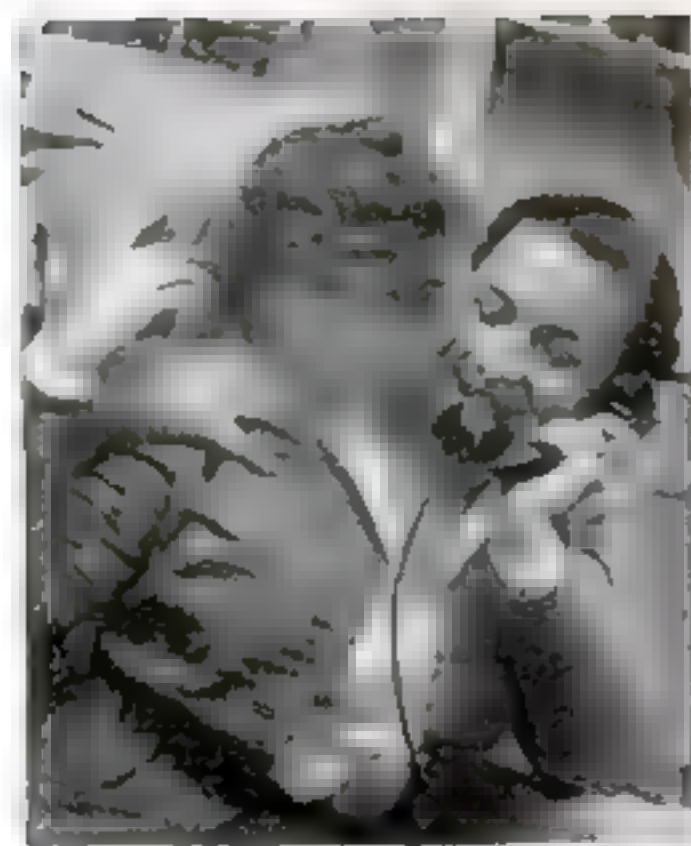




WITH HIS CHILDREN, Pietro, 7, and Clelia, 8, Pinza is a playful and sometimes a tease. Clelia's arm looks buried as she grips father's hand to stop his tickling. These are children of his second marriage—in 1940 to Doris Leak, a Westchester girl who was an opera ballet dancer.



A "SOUTH PACIFIC" SONG, the French ditty *Dites-moi Pourquoi* is sung for Mrs. Pinza by her husband and the children. Neither of the children has shown musical talent, though Clelia insists on taking violin lessons and likes to have her father listen while she practices her scales.



PINZA NUZZLES HIS PRETTY WIFE

Life Visits Ezio Pinza

Romantic Broadway hero is busy father at home

At the moment nine months ago when Ezio Pinza first sang *South Pacific* in *South Pacific*, a brand new species of romantic hero was born. As the French player with a basso voice and ruggedly handsome, wiles and was a girl young enough to be his daughter. Pinza set an example that has encouraged America's middle-aged men to extend its younger women and become a model for a host of May-September marriages. When New York's Mayor O'Dwyer was asked to give a 3-year-old *South Pacific* the honor of being the first to sing *South Pacific* in the city. When 7-year-old Vice President Barkley took a 3-year-old bride to New York for her wedding, she was *South Pacific*.

In a private life Pinza, who is 37, twice married and a grandfather fully justifies his new role. Nine years ago he married a 22-year-old girl, lives happily with her and their two children in Westchester County, where they recently visited them. Pinza sends his boys like a retired country gentleman, taking long walks, playing with a pool table and a ragged old pattering, kicking and stomping and barking a dog, kennel.



THE CHILDREN'S HOUR just before bedtime centers around television cowboy movies, for which the children always dress up in Western outfits, go through motions of riding a horse and shoot off toy guns and whoops and yells.



PIETRO AND PAPA take hikes across the Westchester countryside, papa striding ahead and Pietro manfully trying to keep up. Pinza got his taste for exercise during his youth in Rome, where he was a marathon walker and bicycle racer as well as carpenter,

baker's apprentice and locomotive flagman before going into opera at the age of 22. He says that singing a few songs in a Broadway show is easy work compared to singing in grand opera. As the world's greatest living basso, he has performed 76 different roles

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Ezio Pinza CONTINUED



SAMPLING THE SOUP, Pinza gives sign of approval to Viola Carter, whom he carefully tutored in culinary arts. An expert cook, Pinza's specialty is *Capelletti alla Romagnola*, little chunks of dough stuffed with cheese and nutmeg.



SINGING AND SHAVING, Pinza performs a bathroom duet with Pietro, who usually gets home from kindergarten when Pinza is getting up. The daily shaving song is about the only vocalizing Pinza ever does around the house.

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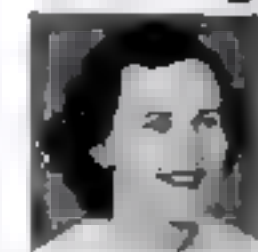
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Don't be discouraged about your gravy. There is one product that makes it taste so good and look so good too that your family will marvel at the change that has come over your cooking. Ask your grocer today for a bottle of Gravy Master. Just be sure it's Gravy Master.

T-N-T POPCORN

pops in any pan

6,817 MILES for only \$51.84



That's the kind of money-saving performance you get when you're behind the wheel of a Crosley. See the Crosley Station Wagon. All steel. Seals 4, or 2 with rear seat removed. Price reduced \$105! Typical owner's report:

Corbin Downs, Broadlawn Terrace, Vineland, N. J., drove his Crosley to California and returned to New Jersey via Florida. Covered 6,817 miles, averaged 38.4 miles per gallon of gasoline. Trip cost for gas and oil, only \$51.84!

For free literature on all 6 models, write name and address in margin of this ad, tear off and mail to Crosley Motors, Inc., 2530-EN Spring Grove Ave., Cincinnati 14, Ohio.

CROSLEY
A FINE CAR.
You see them everywhere!

CONTINUED ON PAGE 28



A Holiday toast to you
from the National Champion of Quality . . .

Miller

HIGH LIFE

The Champagne of Bottle Beer

Brewed and Bottled in Milwaukee Wisconsin Only, by The Miller Brewing Company



GREAT NAME!

GREAT BOURBON!

GREAT BUY!

Here's a rich, rare Bourbon in a class by itself

A truly great whisky... a truly great buy

**OLD
HICKORY**
STRAIGHT **BOURBON** WHISKY



FOR THE 1 MAN IN 7 WHO SHAVES DAILY

★
A SPECIAL PREPARATION
FOR SHAVING

★
NO BRUSH

MODERN LIFE demands at least 1 man in 7 shave every day—yet daily shaving often causes razor scrape and irritation. To help men solve this problem, we perfected Glider, a rich soothing cream.

Glider protects your face while you shave. It enables the razor's sharp edge to glide over your skin, cutting whiskers close and clean *without scraping or irritating*. Quick, easy to use. Needs no brush—not sticky or greasy.

TRY A TUBE AT OUR EXPENSE

You can get Glider at any toilet-goods counter. Or we'll be glad to mail you a guest-size tube—enough for three full weeks—absolutely free. Just send your name and address to The J. B. Williams Company, Dept. LG-9, Glastonbury, Conn., U.S.A. (Canada: Ville La Salle, Que.) Offer good in U.S.A. and Canada only.

Charles J. Campbell
PRESIDENT

It's a Man's Smoke KENTUCKY CLUB



Lots of real pleasure in this mild, fragrant White Burley blend. (Valuable "dividend check" in every tin, too!) If your dealer doesn't carry Kentucky Club, send your name and his name with addresses to: Mail Pouch Tobacco Co., Wheeling, W. Va.

Look for the Blue Tin with the Red Rider!



Listen to: "THE FISHING and HUNTING CLUB OF THE AIR"
Mutual Network, every week



IN DRESSING ROOM of the theater where *South Pacific* plays Pinza keeps a mascot doll that he has cherished for 10 years and puts to bed every night in a box. Superstitiously he refuses to let the doll be touched by anyone else.



A PATIENT VIGIL is kept by Mrs. Pinza in her husband's dressing room on one of the infrequent nights when she comes to New York so they can go to an after-show party. Picture at top right is of Mary Martin, Pinza's leading lady.

*Informal Comfort
in Formal Wear*



After Six
BY RUDOFKER

AMERICA'S FIRST NAME
IN FORMAL WEAR

"Formal" doesn't mean "stiff" any more. This holiday season, treat yourself to the one modern tuxedo that lets you dance, sit, and drive in ease. The secret's in the casual lines, the lighter weight fabrics and the tailoring genius of the world's leading formal wear specialists.

WRITE FOR FREE DRESS CHART
AND NAME OF NEAREST DEALER

S. RUDOFKER'S SONS, INC. • PHILA. 3, PA.

VENUS CAUSES TROUBLE

Owners pay city \$25 a year for 18 inches of air

When Sculptor Wheeler Williams was asked to decorate the entrance to a new building for New York City's Parke-Bernet Galleries, he created a 12-foot aluminum Venus trying to persuade a sleepy, aluminum Manhattan to awaken to the joys of art and culture. The gallery was delighted, but there was a catch. City regulations allow decorations to extend only 18 inches over the sidewalk; some portions of Venus and Manhattan extended twice that far. Rather than shave the statuary down to size the building's owners made a unique arrangement with the city: for the extra 18 inches of public air they occupy they will pay New York City \$25 a year. Williams is happy that his work was not spoiled, but now he is worrying about how to protect it from the pigeons.



SIDE VIEW of oversized statue shows parts which stick out too far over sidewalk: Venus' bosom, torso and hand, Manhattan's knees, shoulder and head.



CUT OUT THIS BELT

TRY IT ON BEFORE YOUR MIRROR

Discover the greatest belt idea in 40 years!

1. First new belt idea since Hickok introduced the Initial Box-buckle in 1909. 2. Your initial in profile... in a modern *italic* capital... that seems to "float" on your belt, yet holds it firmly and securely in place. 3. Black Cowhide belt, illustrated, with Sterling Silver Profile Initial Buckle, \$5.50.



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PROFILE INITIAL
by HICKOK



Convex-Curve Profile Initial Buckle on Willow Grain Cowhide Belt, \$5.00.



2-tone Waffle-weave Profile Initial Buckle, Molded Alligator Grain, \$4.

BELTS • BUCKLES • JEWELRY • WALLET • SUSPENDERS

A A

...tastes its age"

For Christmas...as always

Ancient **A**ge

The whiskey with

Age in its flavor



Now America's largest-selling full **5** year old straight Kentucky bourbon!

Every drop straight Kentucky bourbon. Patiently aged for 5 full years.
Every drop evenly matured... uniformly delicious from sip to sip... from bottle
to bottle. Ask for "double A"... get double value.

Straight bourbon whiskey. 86 proof. Ancient Age Distilling Co., Frankfort, Ky. © 1988 ANCIENT AGE DISTILLING CO.

Gifts that say
Merry Christmas
 with every puff...



Camel Cigarettes

What better gift for a cigarette smoker than this beautiful gift-carton of Camels—so mild, so cool-smoking, so good-tasting! The striking design of this Christmas-carton includes a gift card for your personal greetings!



B. J. Reynolds Tobacco Co.
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Prince Albert
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America's favorite smoking tobacco is mild, crimp cut Prince Albert. It's a real "joy smoke" for anyone who enjoys a pipe or rolls his own cigarettes. Just write your greetings on the "built-in" gift card on this handsome, gift-packed, 1-lb. tin of P.A.!